



# Demographic changes that are transforming Minnesota



For the MN communications professionals of the Public Relations Society of America and BBB members – July 10, 2014

**By Andi Egbert, Sr. Researcher**



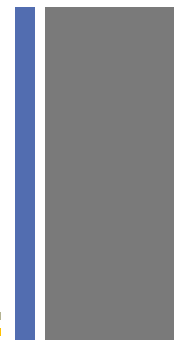
Minnesota State  
Demographic Center



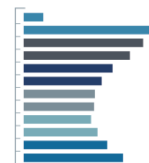


# What is the role of the MN State Demographic Center?

---

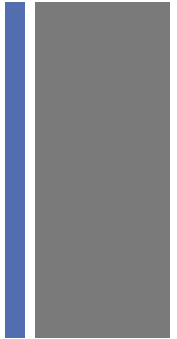


- Serve as a liaison to the Census Bureau and assist with the decennial census counts
- Create MN population estimates and projections
- Analyze, interpret and distribute data from the state, U.S. Census Bureau and other sources
- Offer data and technical assistance to legislators, all levels of government, organizations and citizens across the state
- Monitor trends and help MN to make data-informed decisions

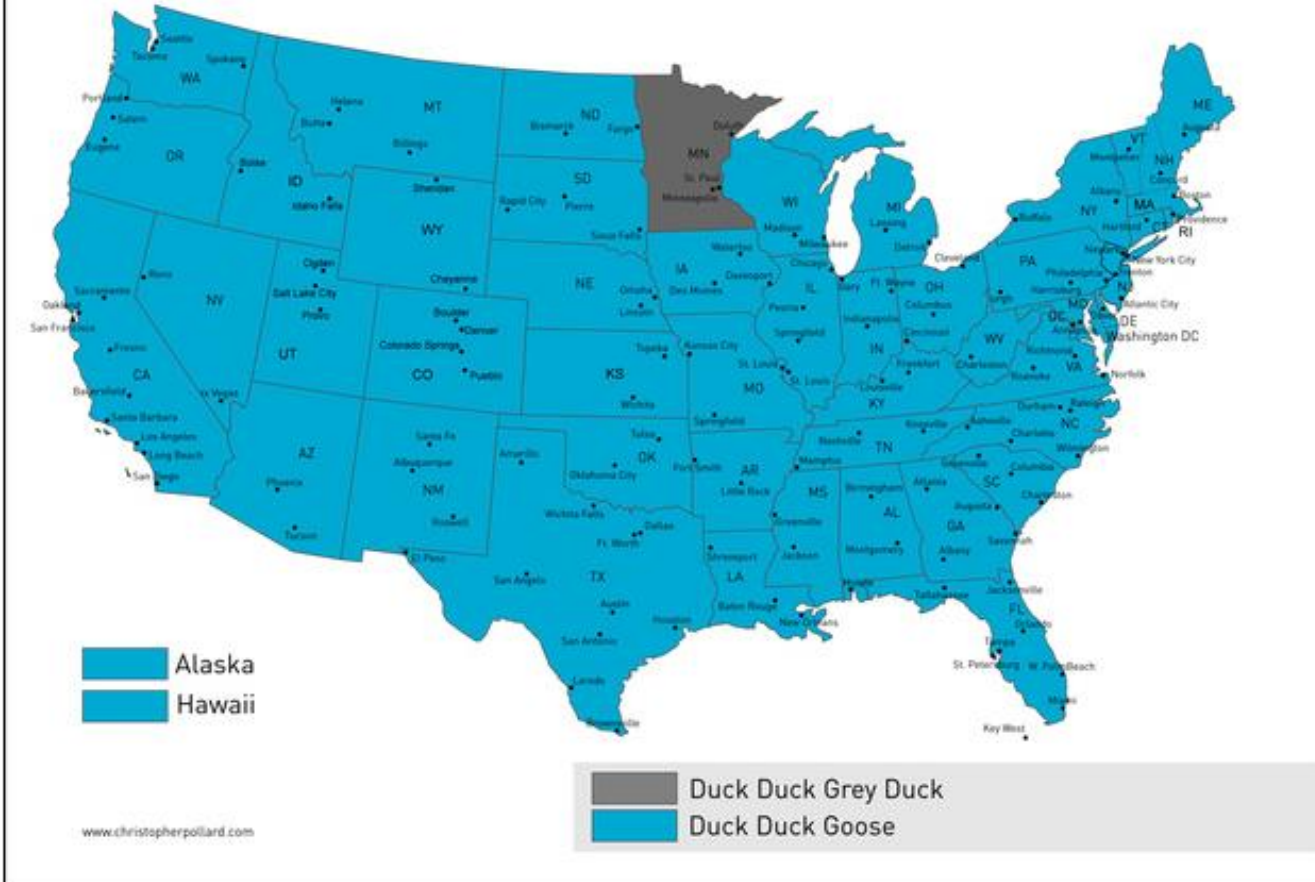




# We love graphs and maps

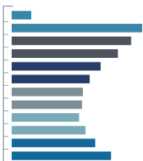


**Duck Duck Grey Duck vs. Duck Duck Goose - State By State - 2013**



*christopherpollard.com*

Source: <http://www.buzzfeed.com/katieheaney/youve-been-playing-duck-duck-goose-wrong-your-whole-life>

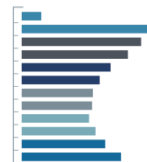




+ 3 { Population Shifts  
Aging & Implications  
Diversity & Immigration

# Major trends for Minnesota

*plus easy data tools,  
and questions & insights from you*





# Population Shifts



# QUIZ QUESTION

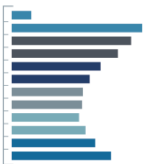
During the 2000s decade, how many of Minnesota's 87 counties gained population?

A. 20

B. 30

C. 40

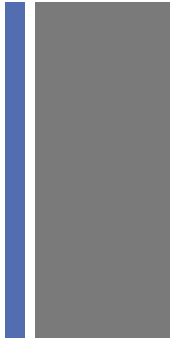
D. 50





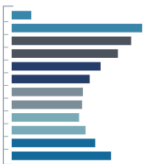


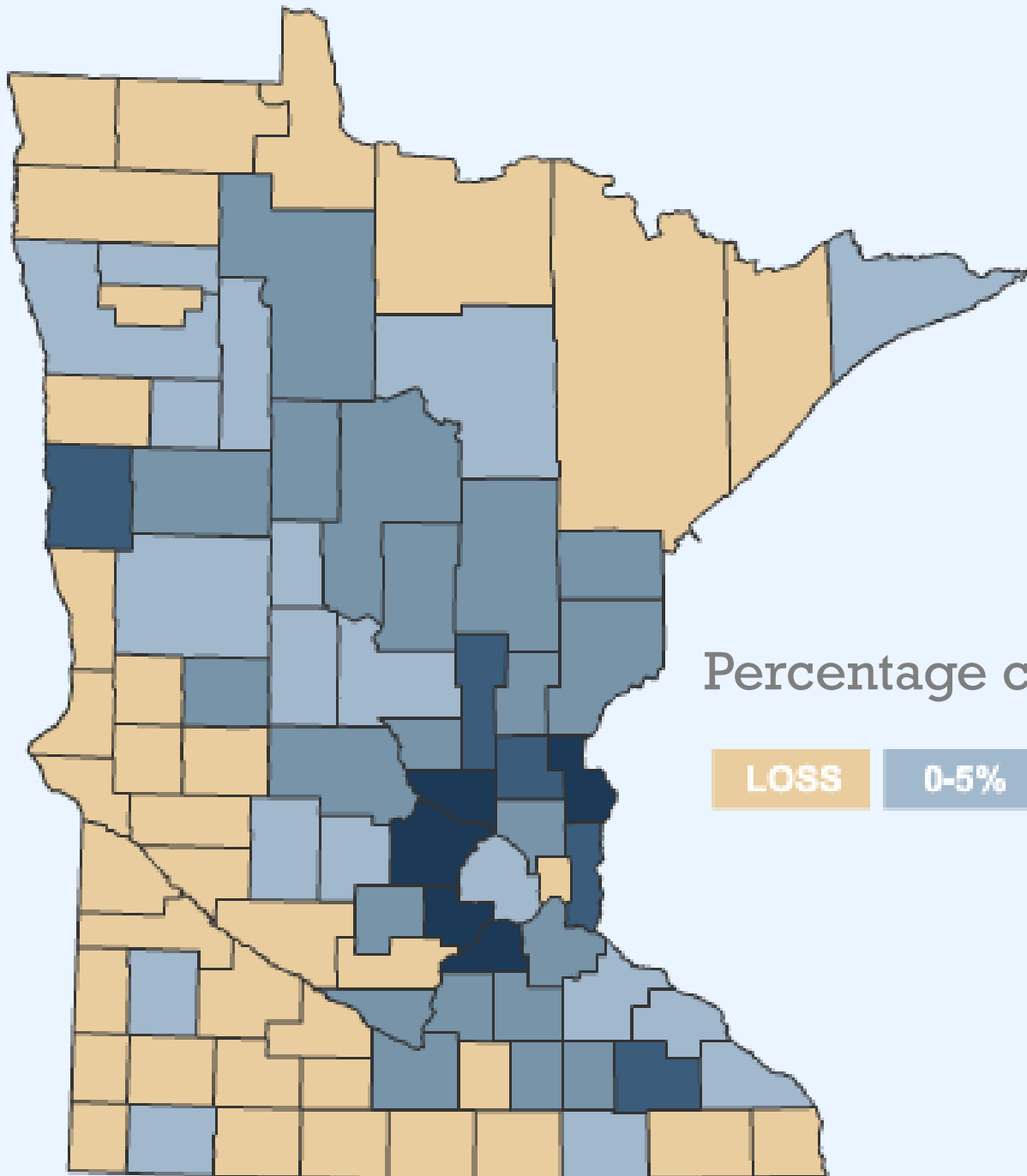
# QUIZ:



Which county grew the fastest in percentage terms during the 2000s?

- A. Scott
- B. Sherburne
- C. Washington
- D. Wright





Percentage change 2000-2010

LOSS

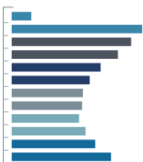
0-5%

5-15%

15-25%

25% +

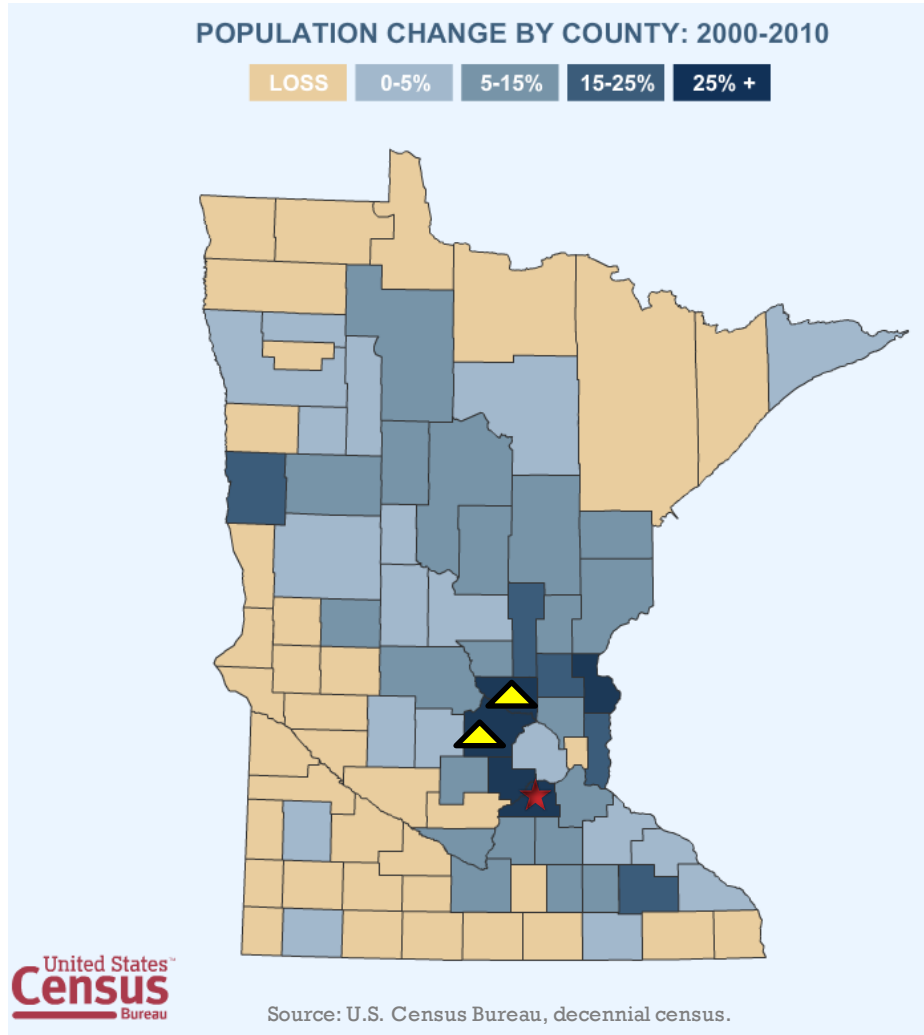
Source: U.S. Census Bureau, decennial census.





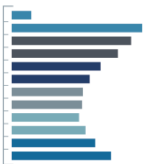


# Population shifts during last decade (2000s)



■ Greatest growth in  
was in counties that  
ring the TC metro,  
as well as growth in  
a diagonal pattern  
across the state

- Scott=45% growth! ★
- Sherburne (37%) and Wright (39%) ▲
- Dakota (12%) ▲

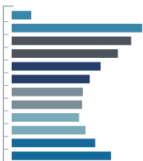




# Dakota County's growth moderated in the last decade

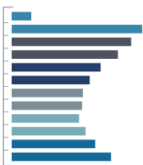
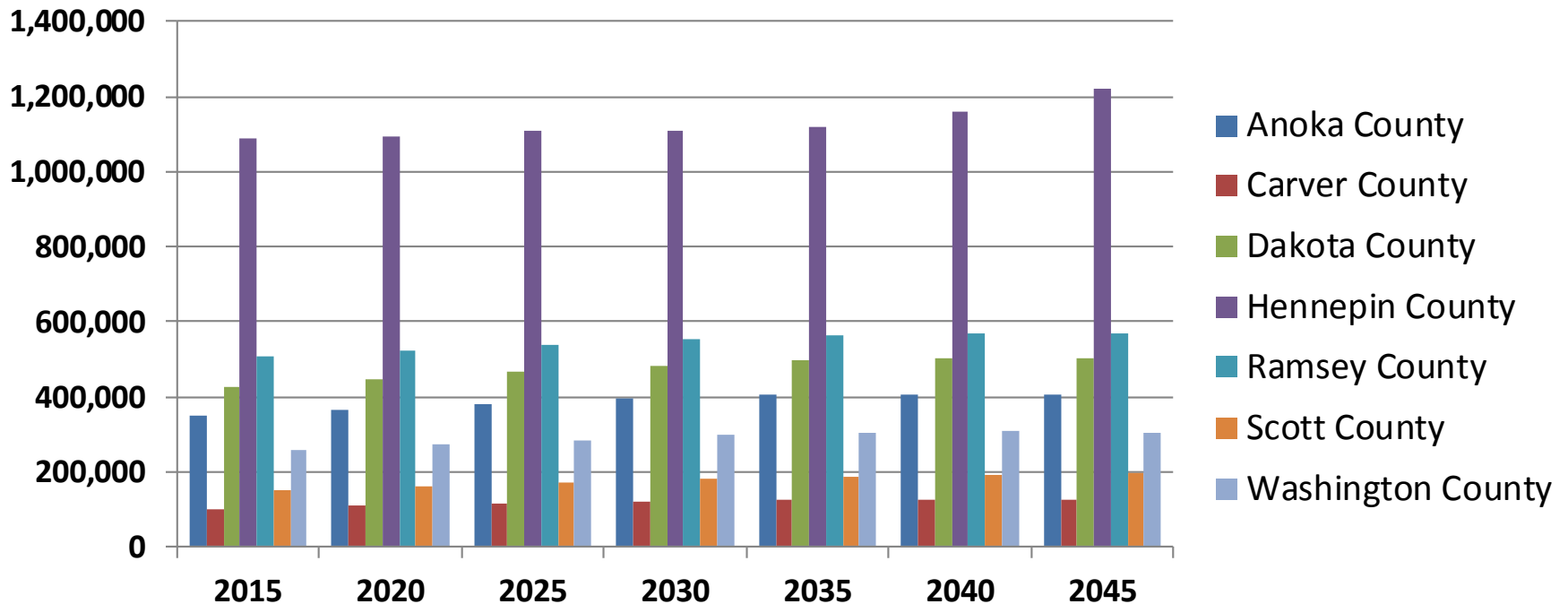


- From 1990-2000, Dakota Co added about 81,000 people
  - 29% growth (vs 12% statewide)
- From 2000-2010, Dakota Co added about 43,000 people
  - 12% growth (vs 8% statewide)
- 398,552 residents in 2010 census
- 404,493 residents in 2012 population estimates (prepared by our office)



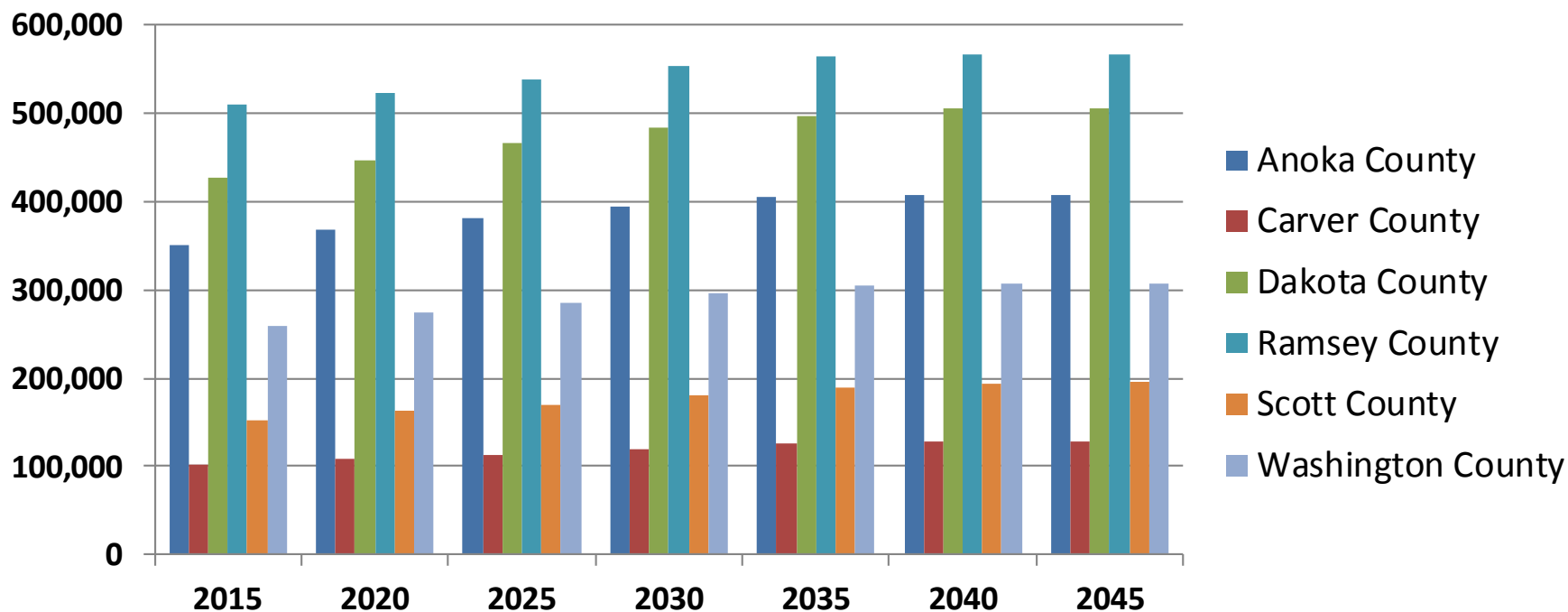


# Dakota County projected to continue growing through 2045

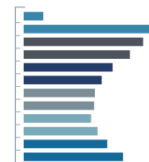




# Dakota County projected to continue growing through 2045



Dakota County closes in on Ramsey County population in coming decades (Note: Hennepin removed from graph)

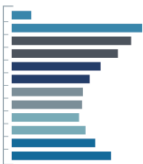
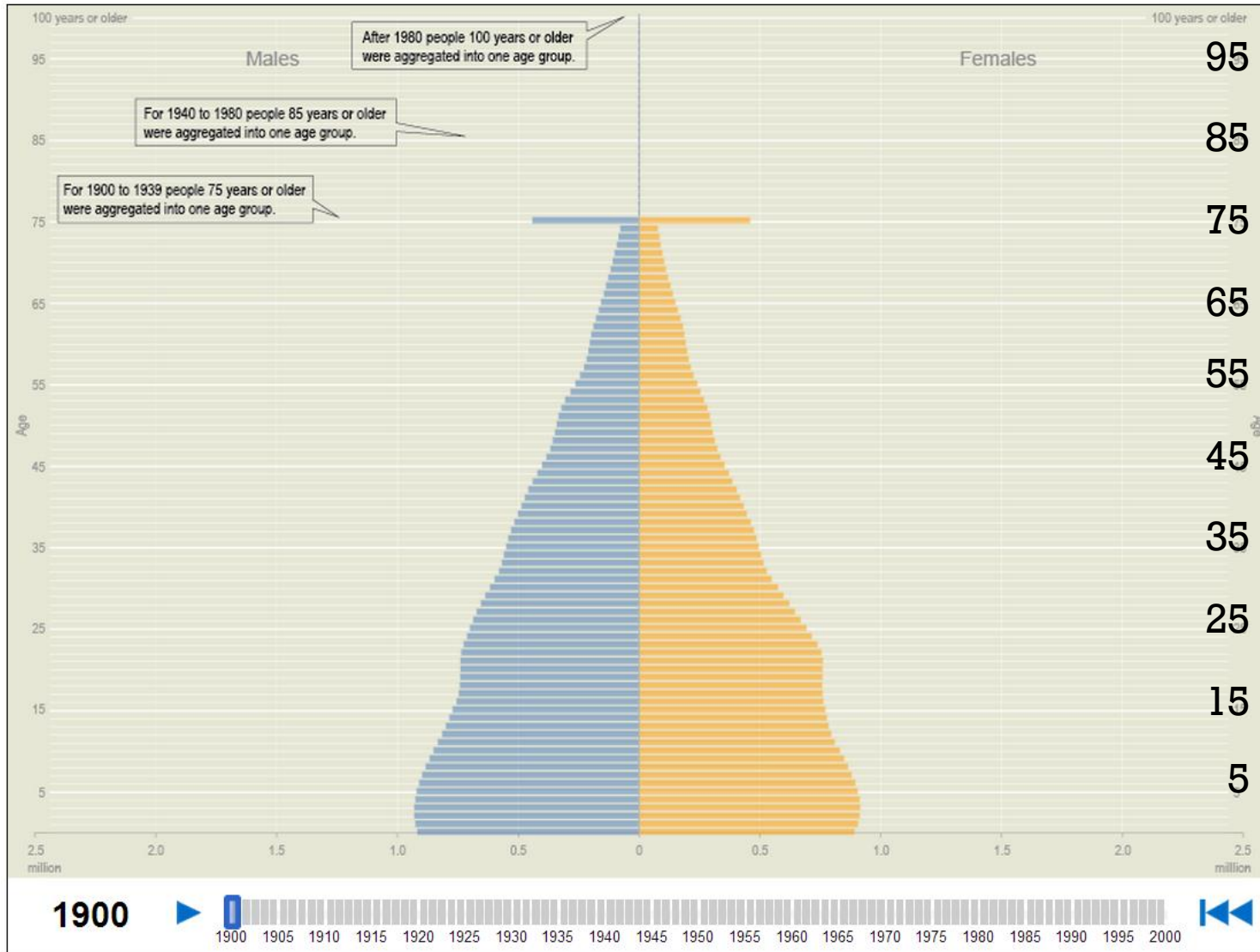




Aging

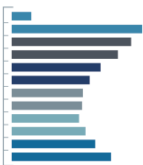
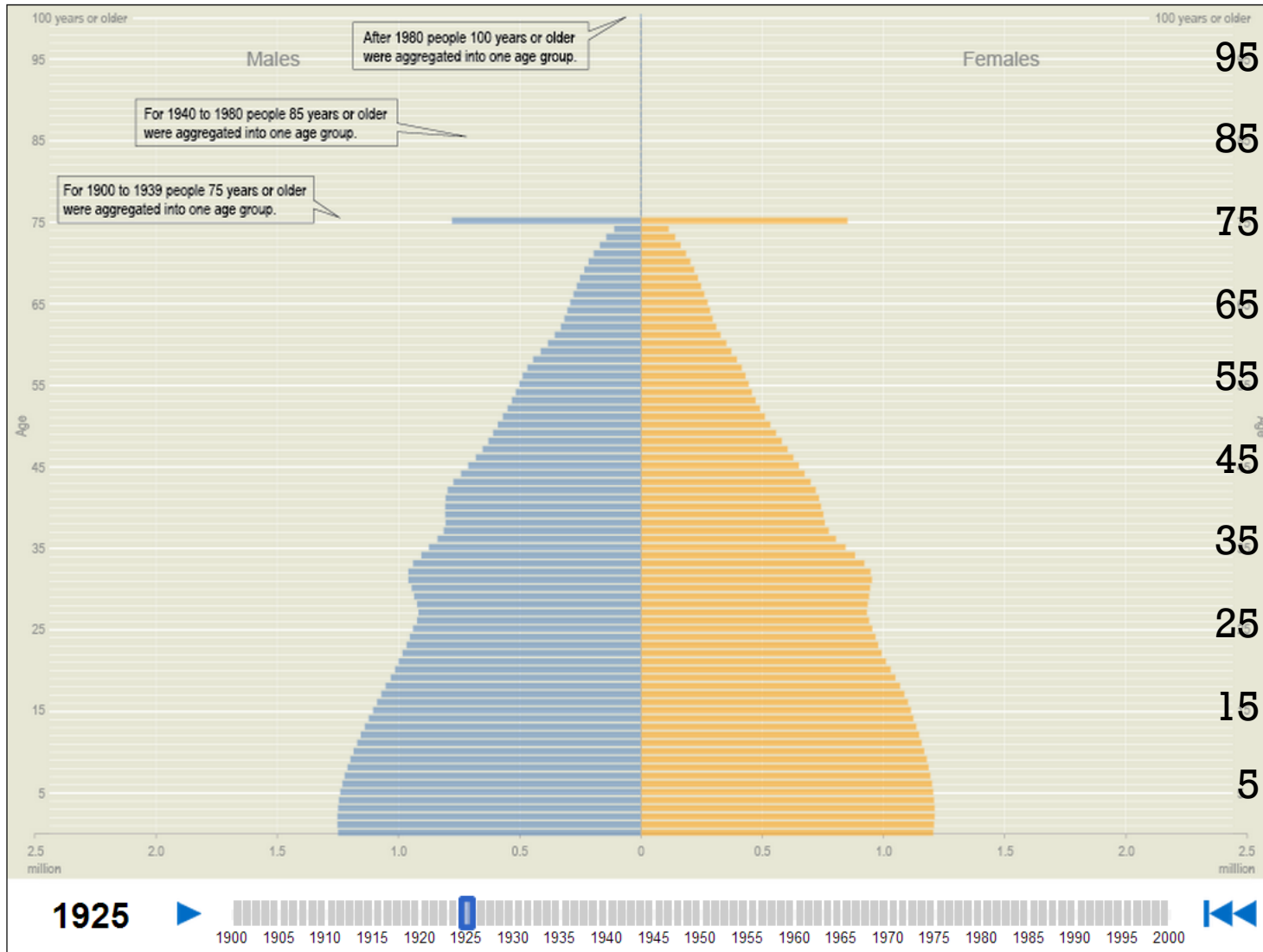


# The nation in 1900





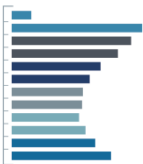
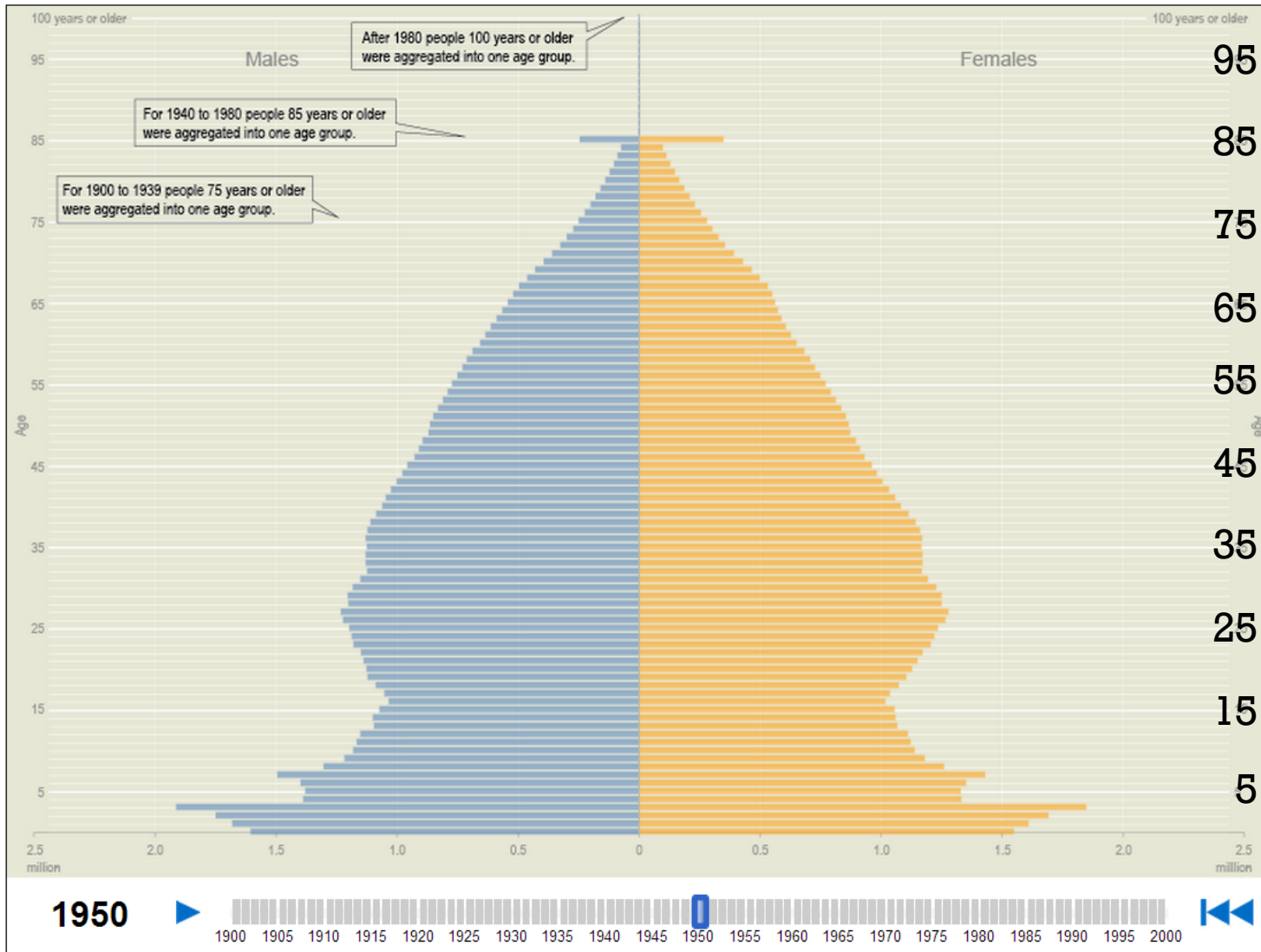
# The nation in 1925





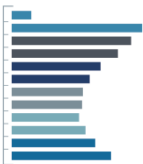
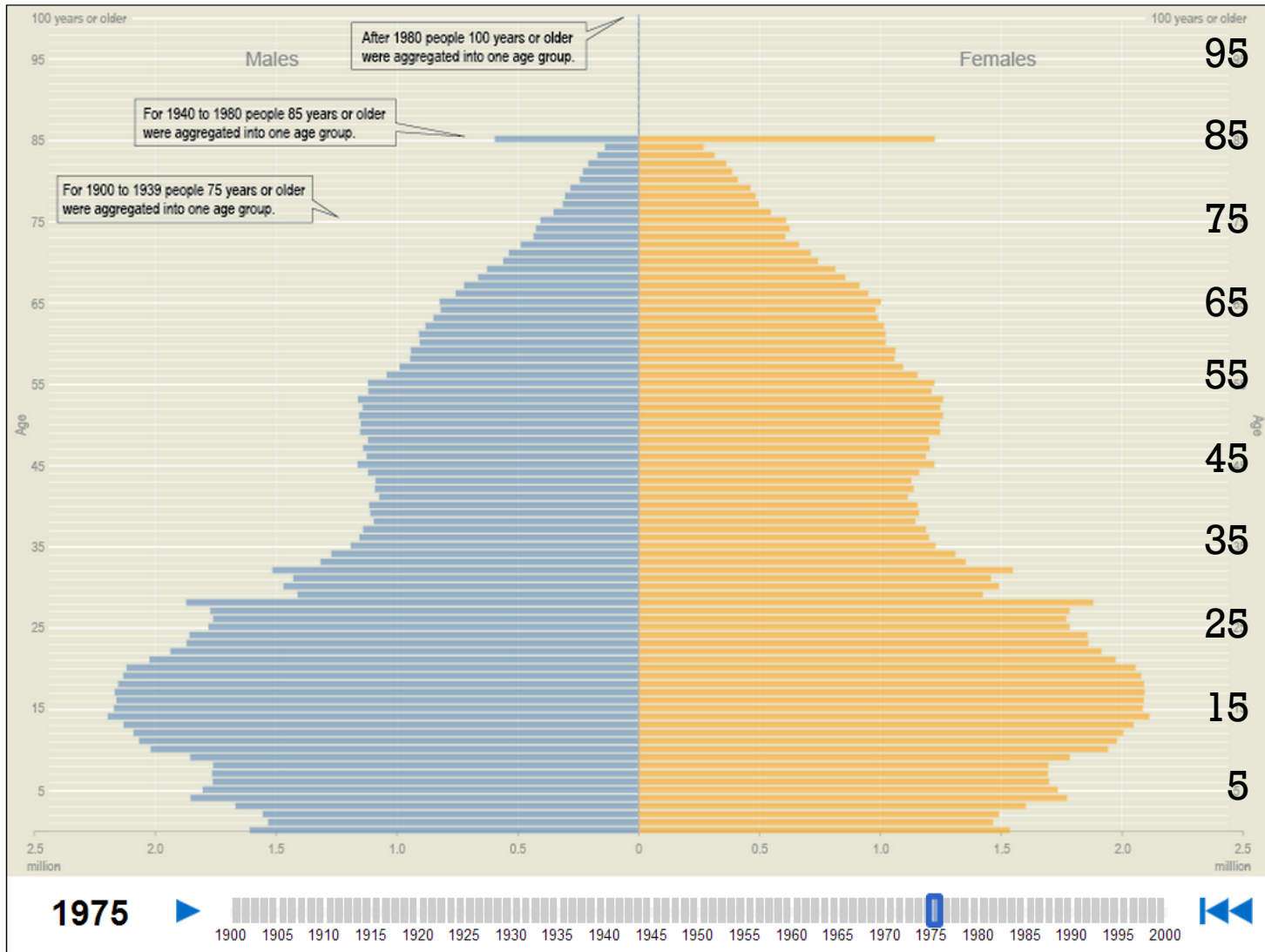


# The nation in 1950



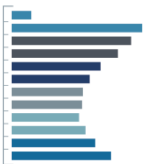
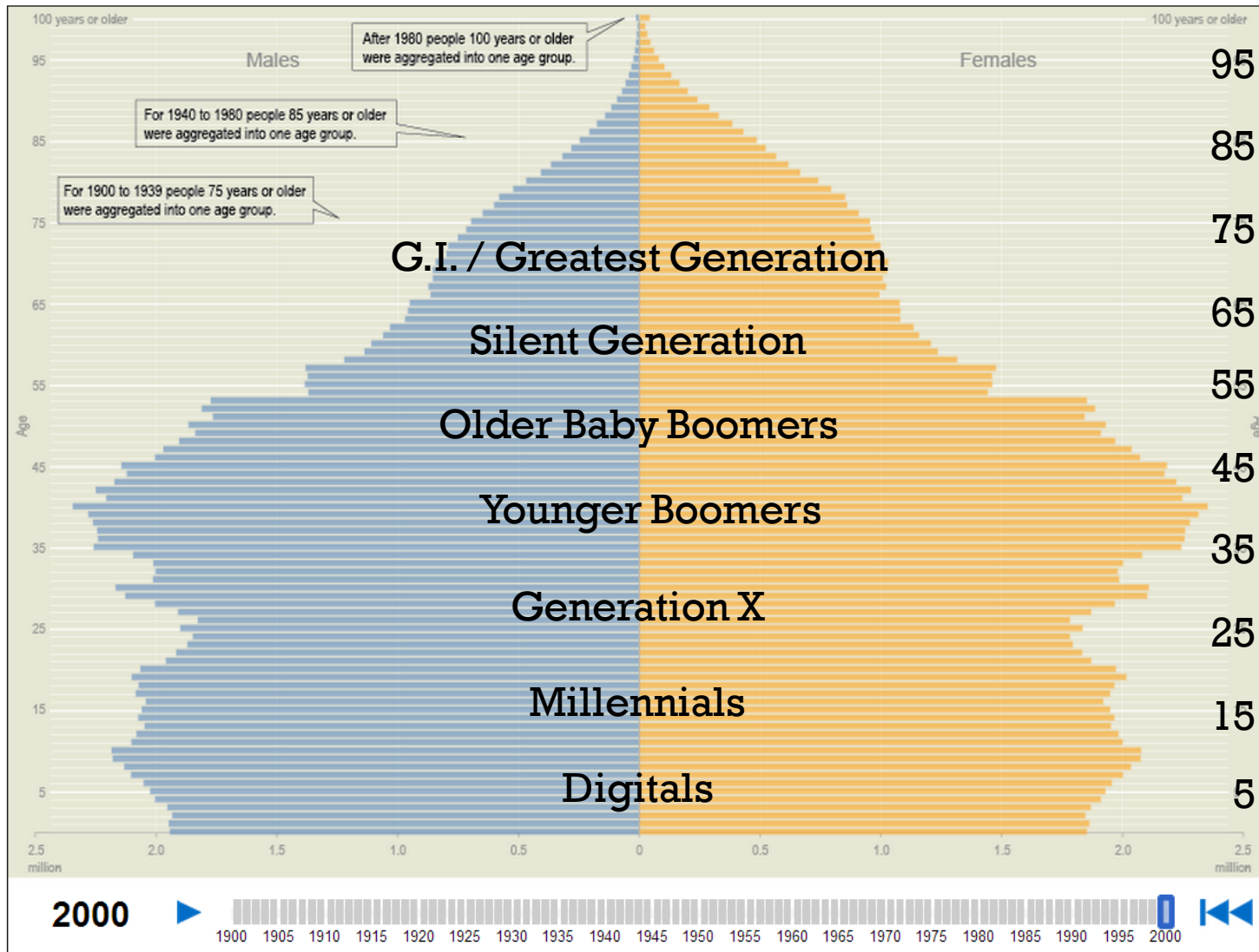


# The nation in 1975





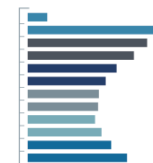
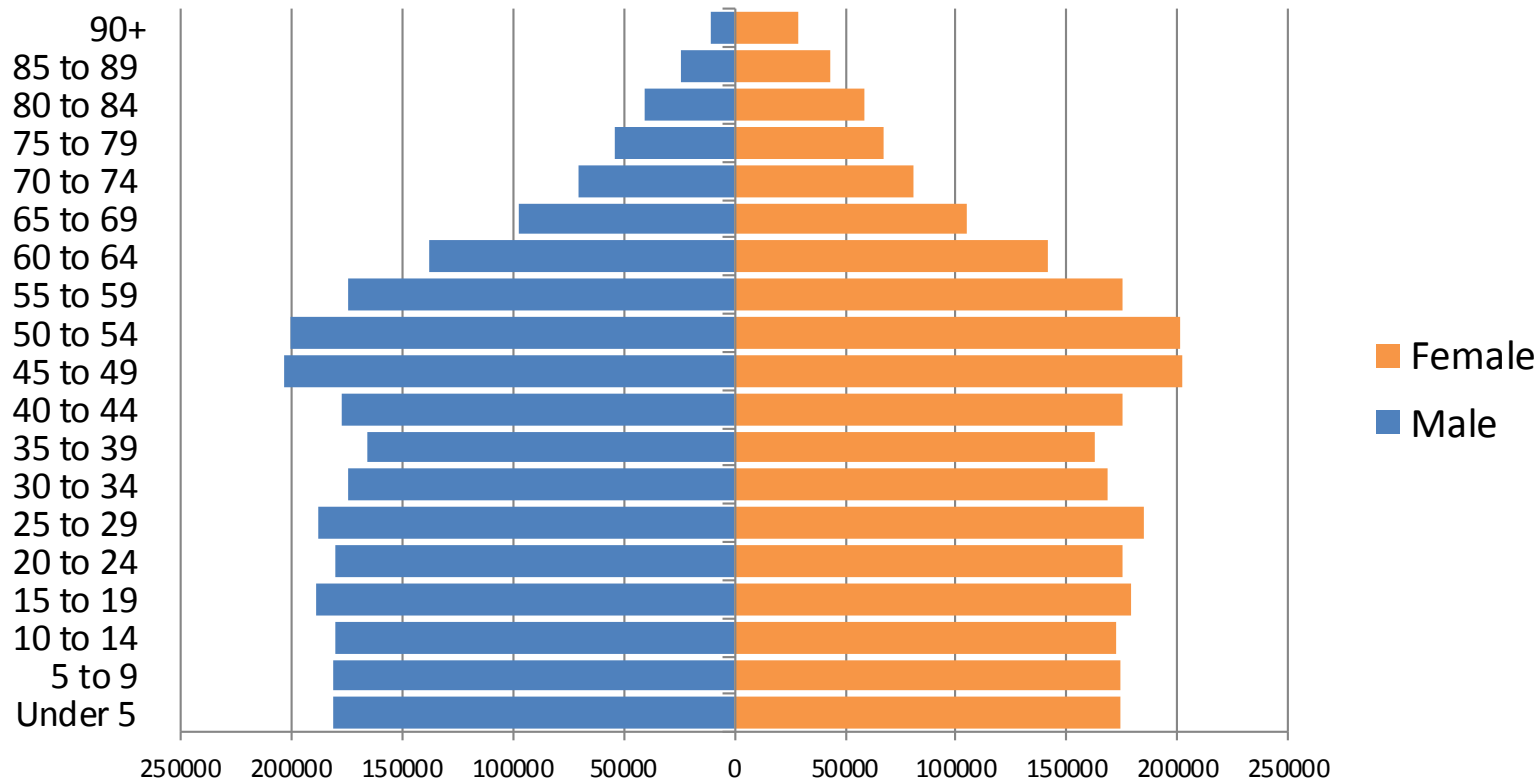
# The nation in 2000





# Minnesota total population, 2010 decennial census

Population by age and sex  
Minnesota, 2010





## QUIZ QUESTION:



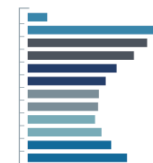
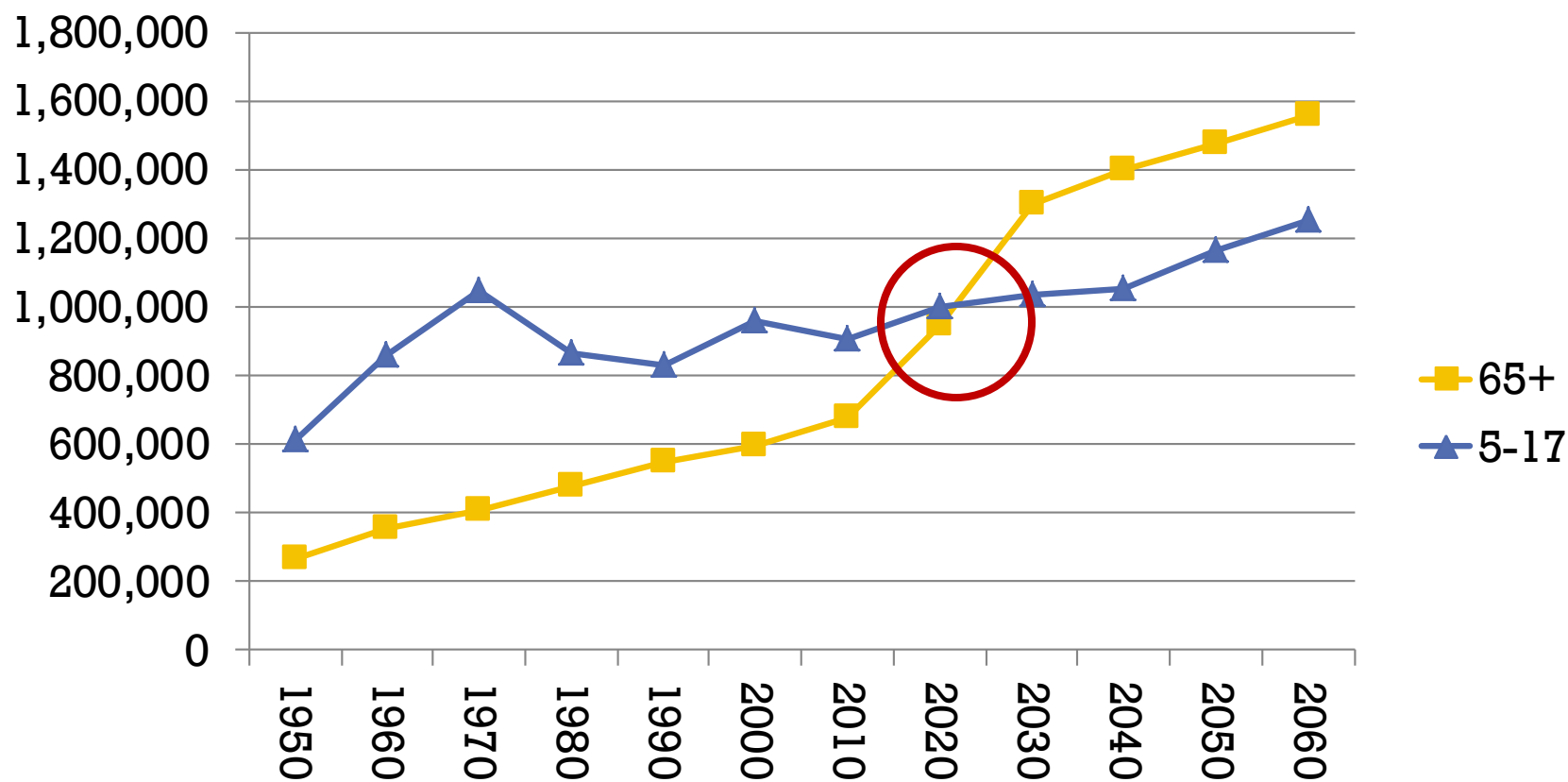
What event is predicted to happen in 2020 that has never before happened in the history of our state?

- A. The Vikings will win the Super Bowl
- B. MN will have more immigrants than U.S.-born residents
- C. MN will have more 65+ residents than school-age children, 5-17



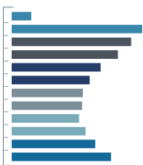
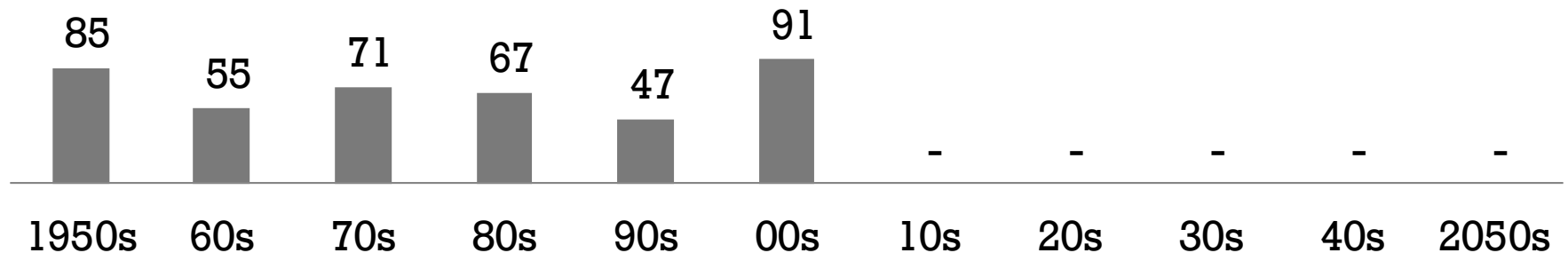


# For the first time in MN history: More 65+ than school-age by 2020



# + How many additional “older adults” will we gain during this decade?

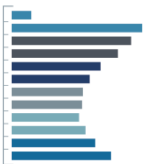
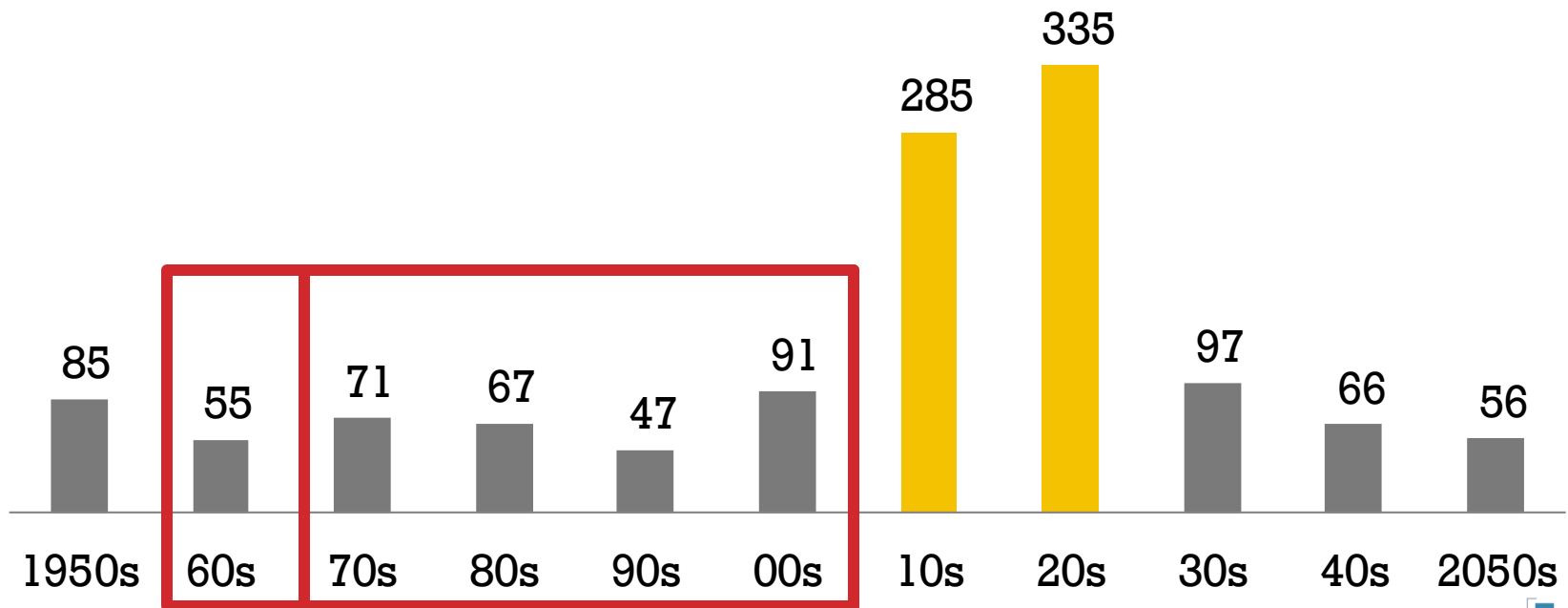
## Change in older adults, age 65+ (Thousands)





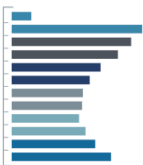
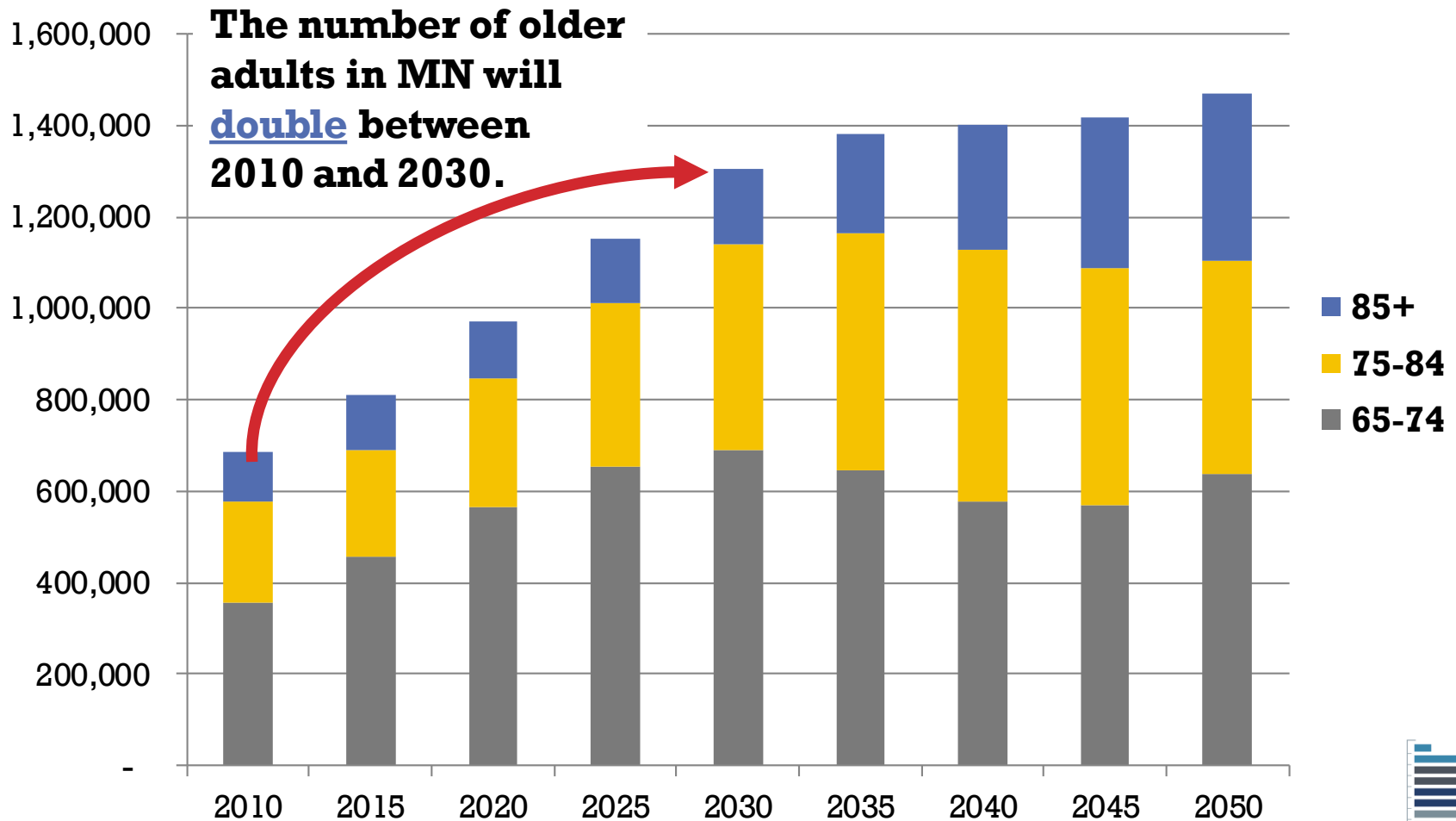
# + This decade and next: *Unprecedented* increases in MN's 65+ population

**Change in older adults, age 65+ (in thousands)**



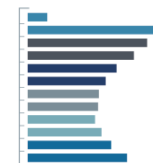
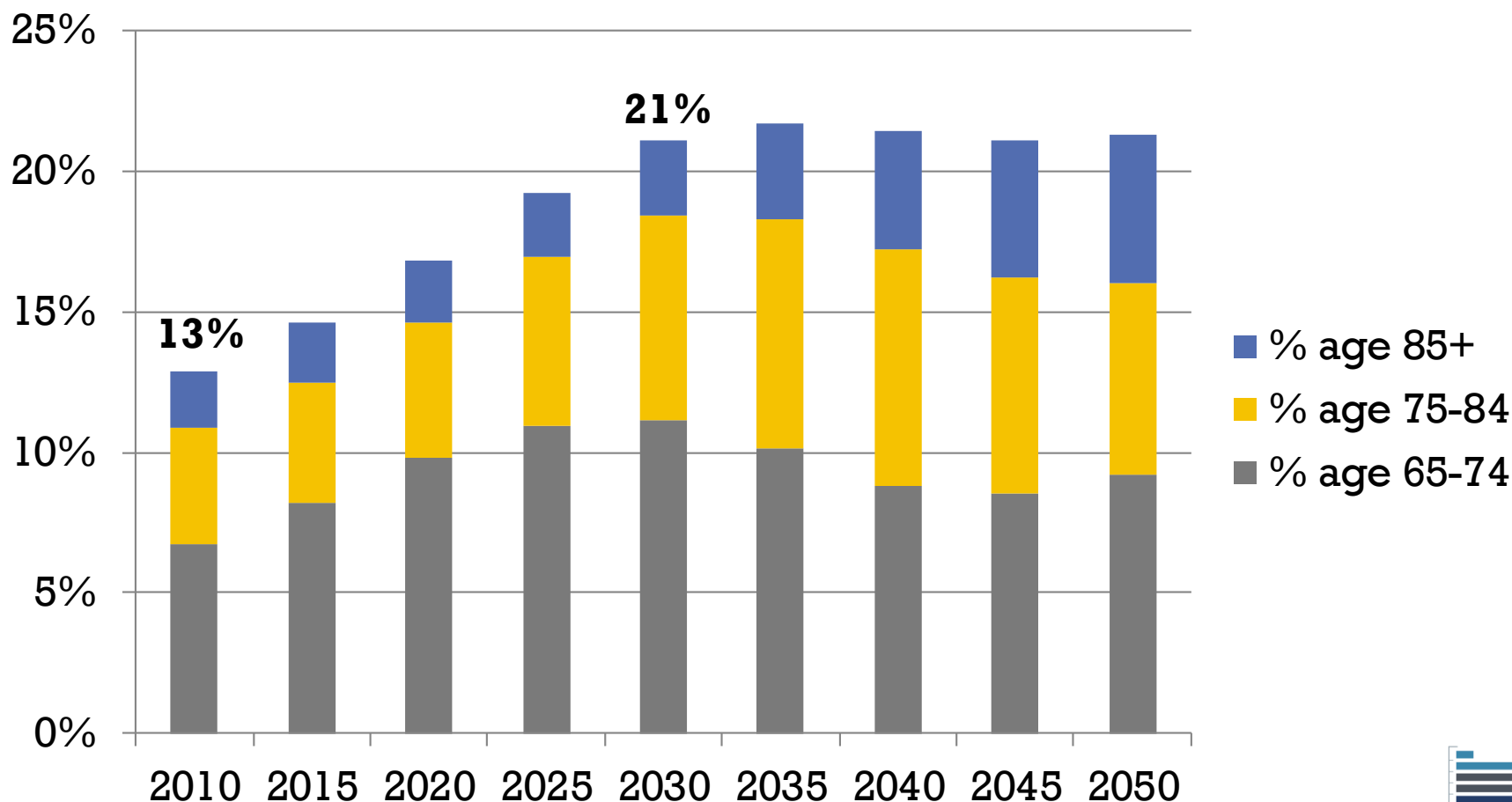


# Older adults in Minnesota by age cohort, 2010-2050





# By 2030, more than 1 in 5 Minnesotans will be 65+, including all Baby Boomers



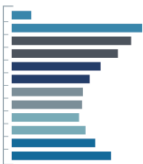


# Aging is (unfortunately) gender lopsided



## ■ Among Minnesotans in their:

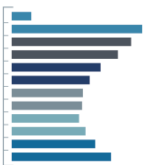
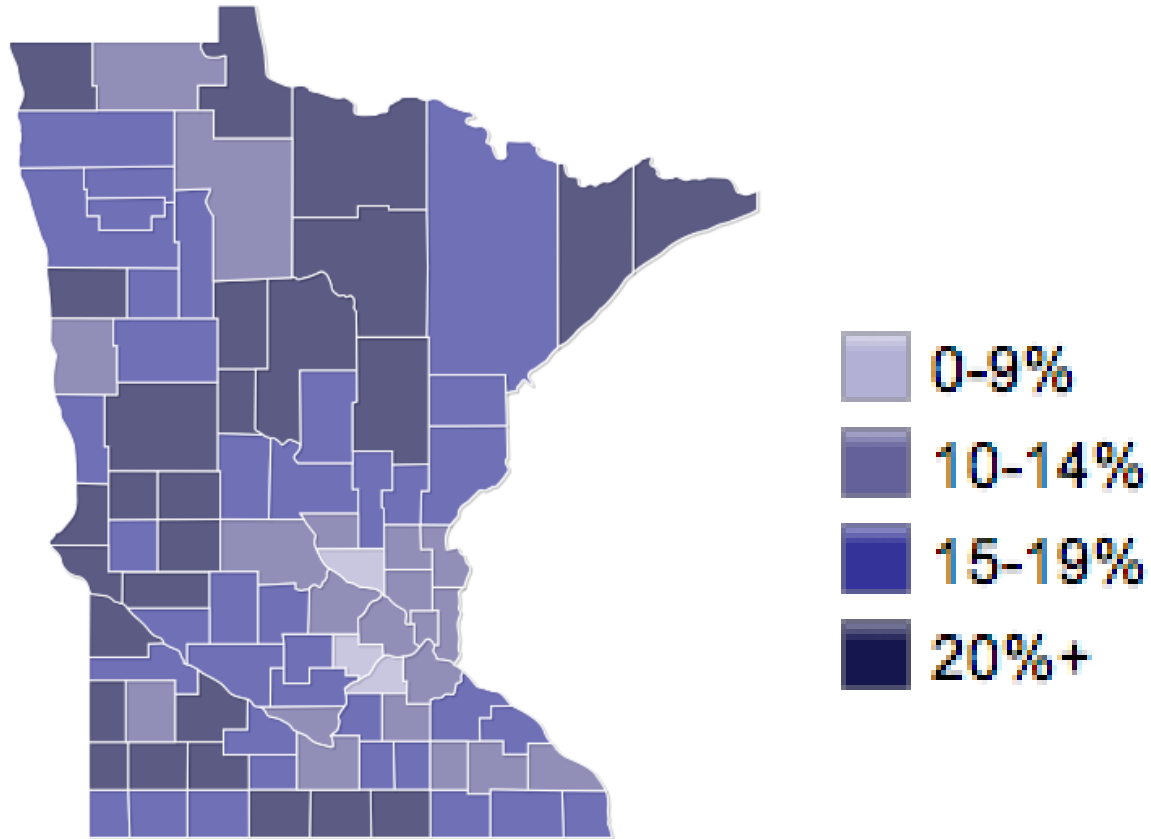
- early 60s, there are 97 men for every 100 women
- late 60s, there are 93 men for every 100 women
- early 70s, there are 87 men for every 100 women
- late 70s, there are 81 men for every 100 women
- early 80s, there are 69 men for every 100 women
- late 80s, there are 56 men for every 100 women
- 90s plus, there are 35 men for every 100 women





# Percent older adults (65+) in 2012

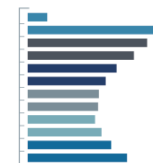
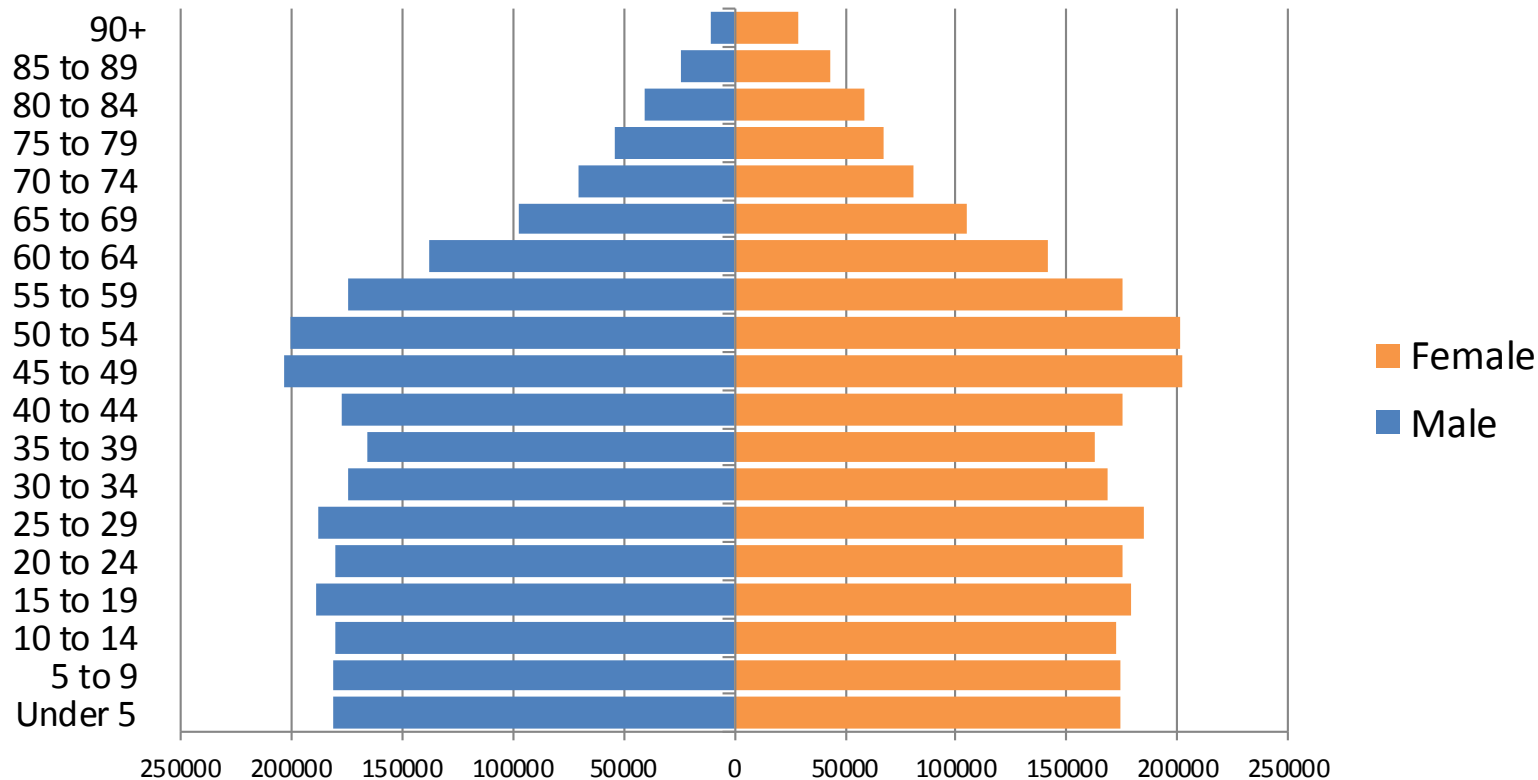
## Dakota County was about 11%





# Minnesota total population, 2010 decennial census

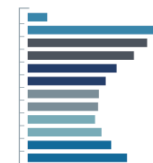
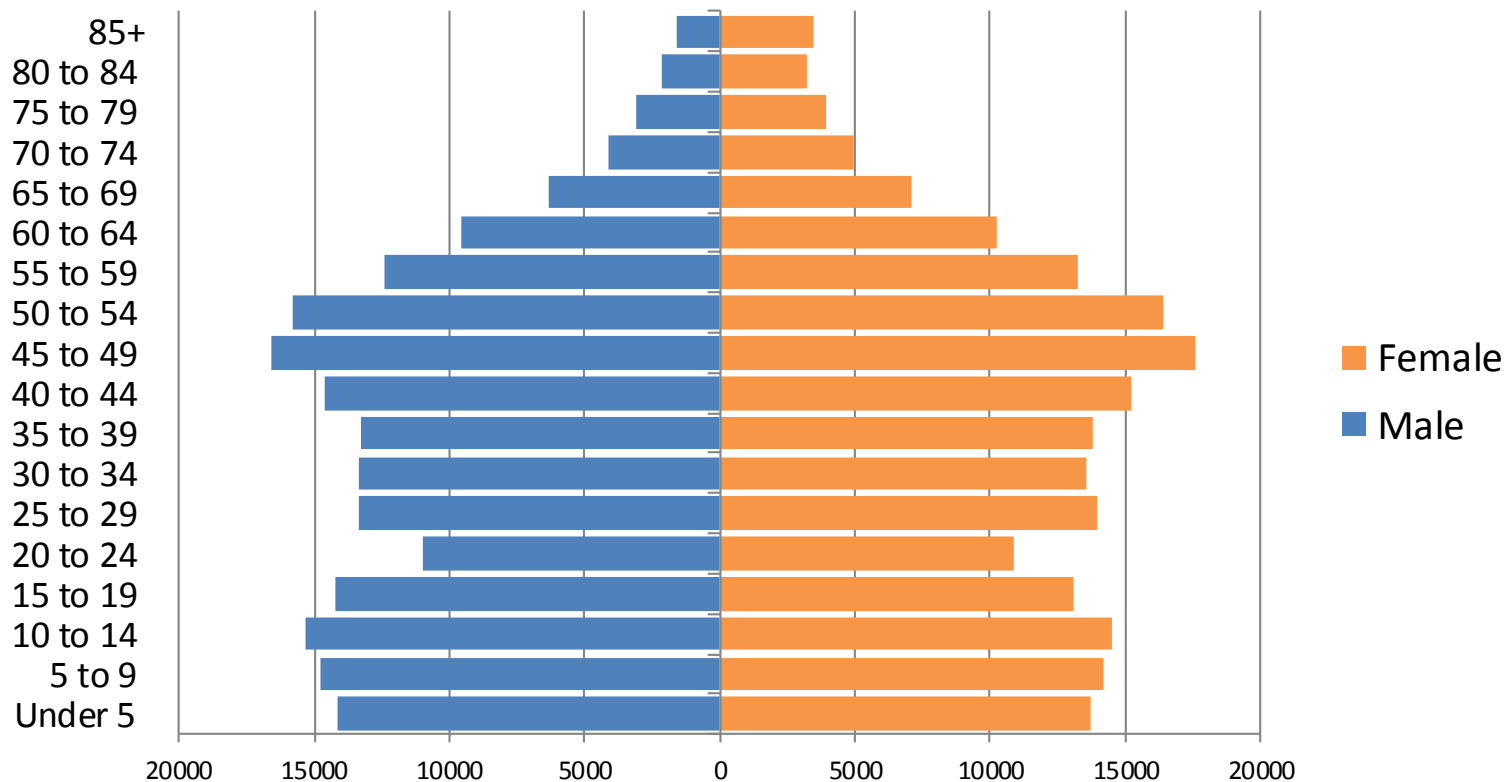
Population by age and sex  
Minnesota, 2010





# Dakota County population, 2010 decennial census

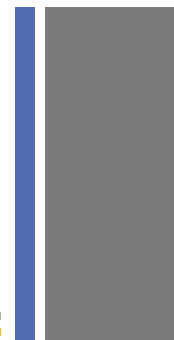
**Population by age and sex**  
Dakota County, 2010



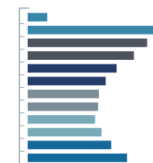
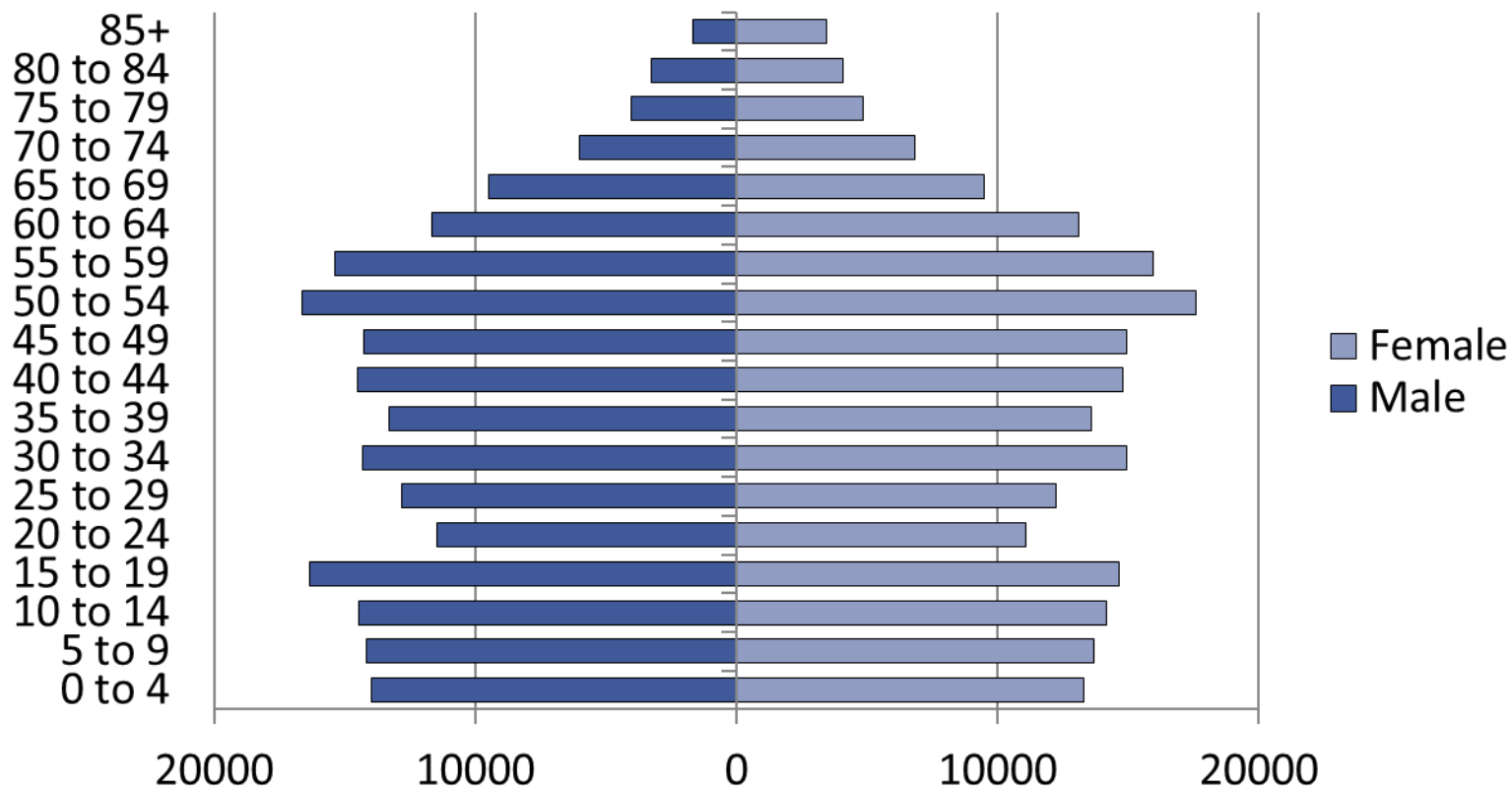




# Age profile of Dakota County ... in 1 year



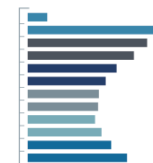
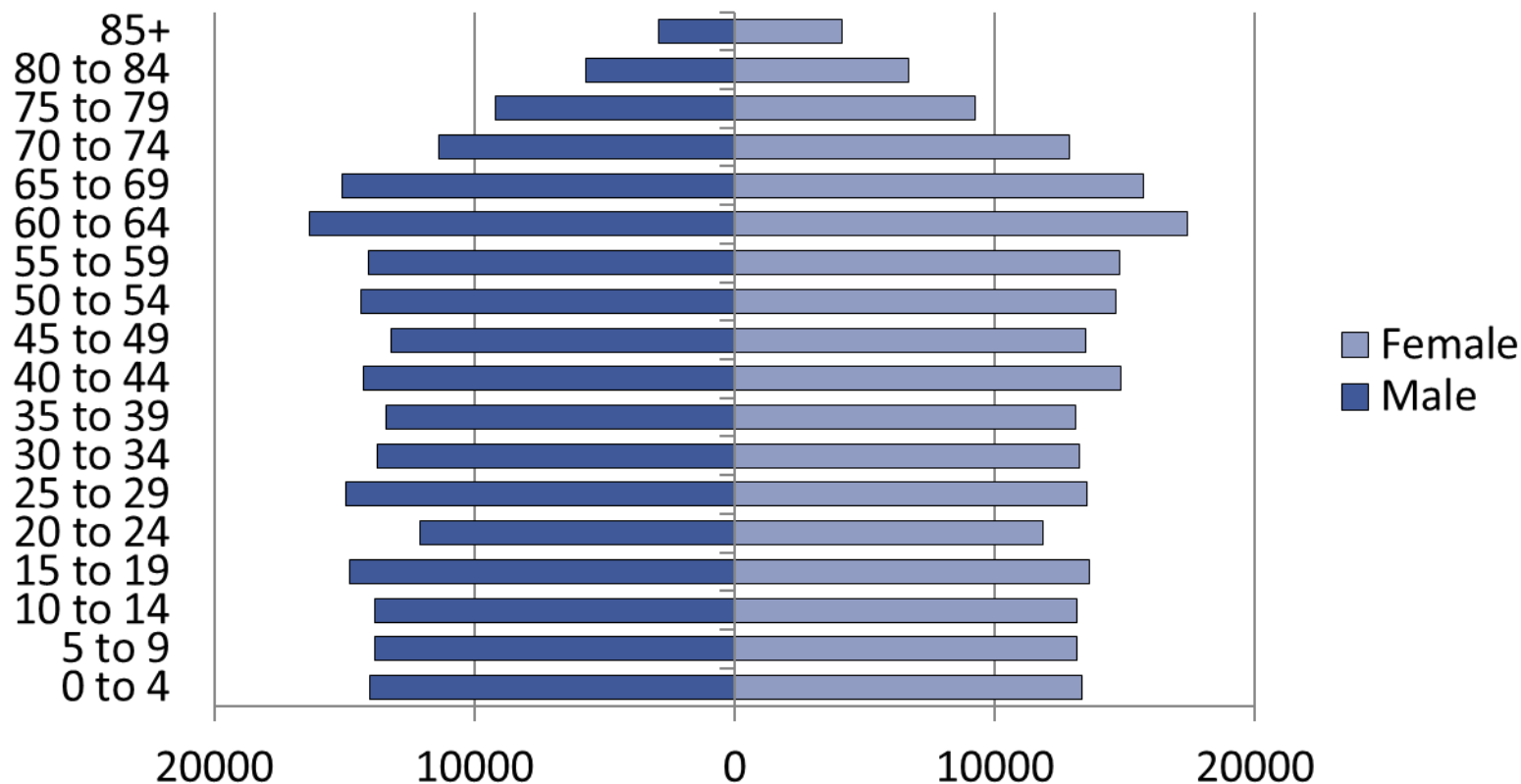
Population by age and sex  
Dakota, 2015





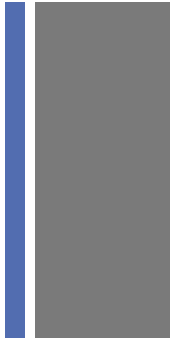
# Age profile of Dakota County ... in 10 years

Population by age and sex  
Dakota, 2025

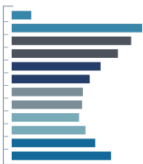
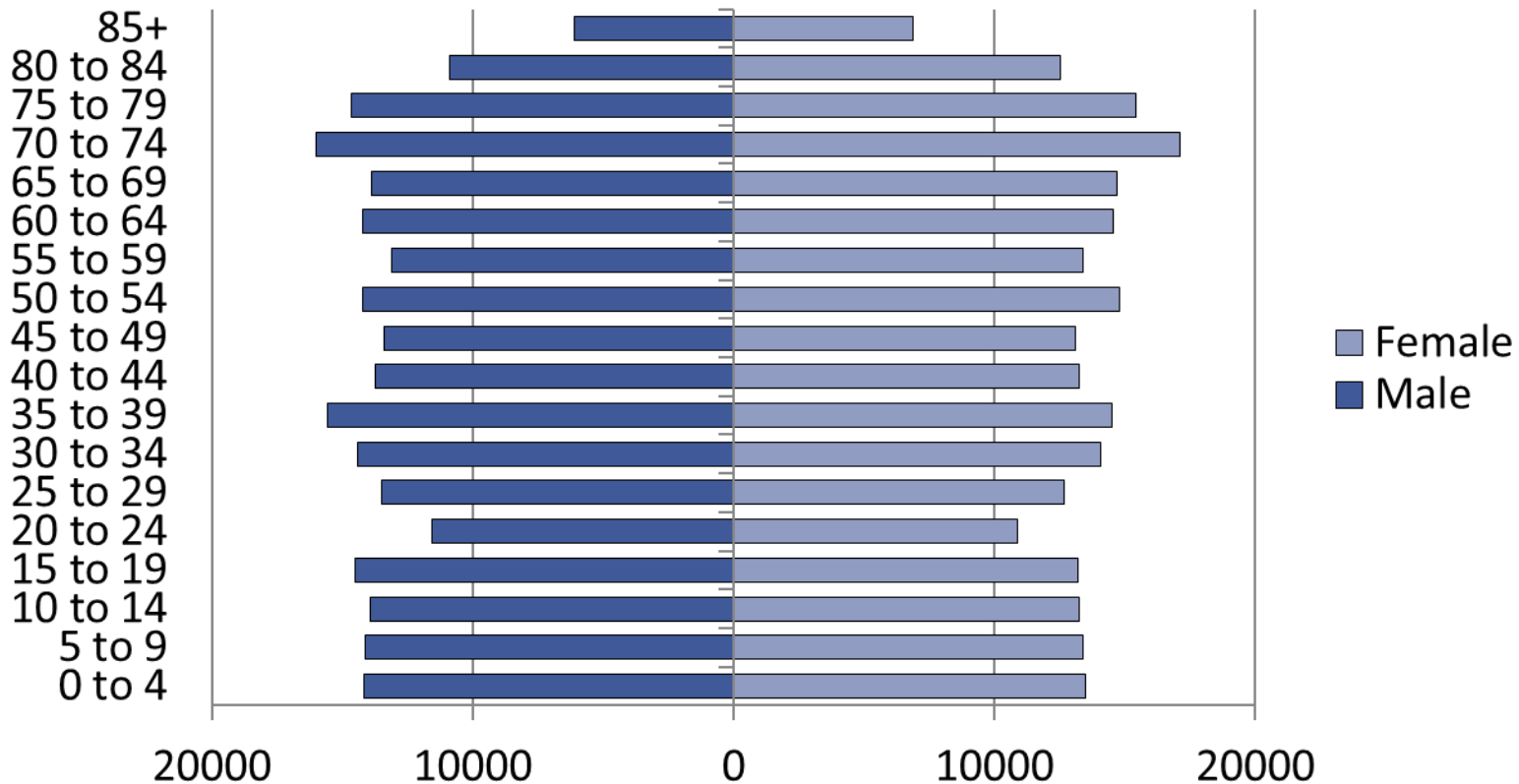




# Age profile of Dakota County ... in 20 years

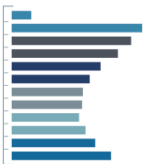
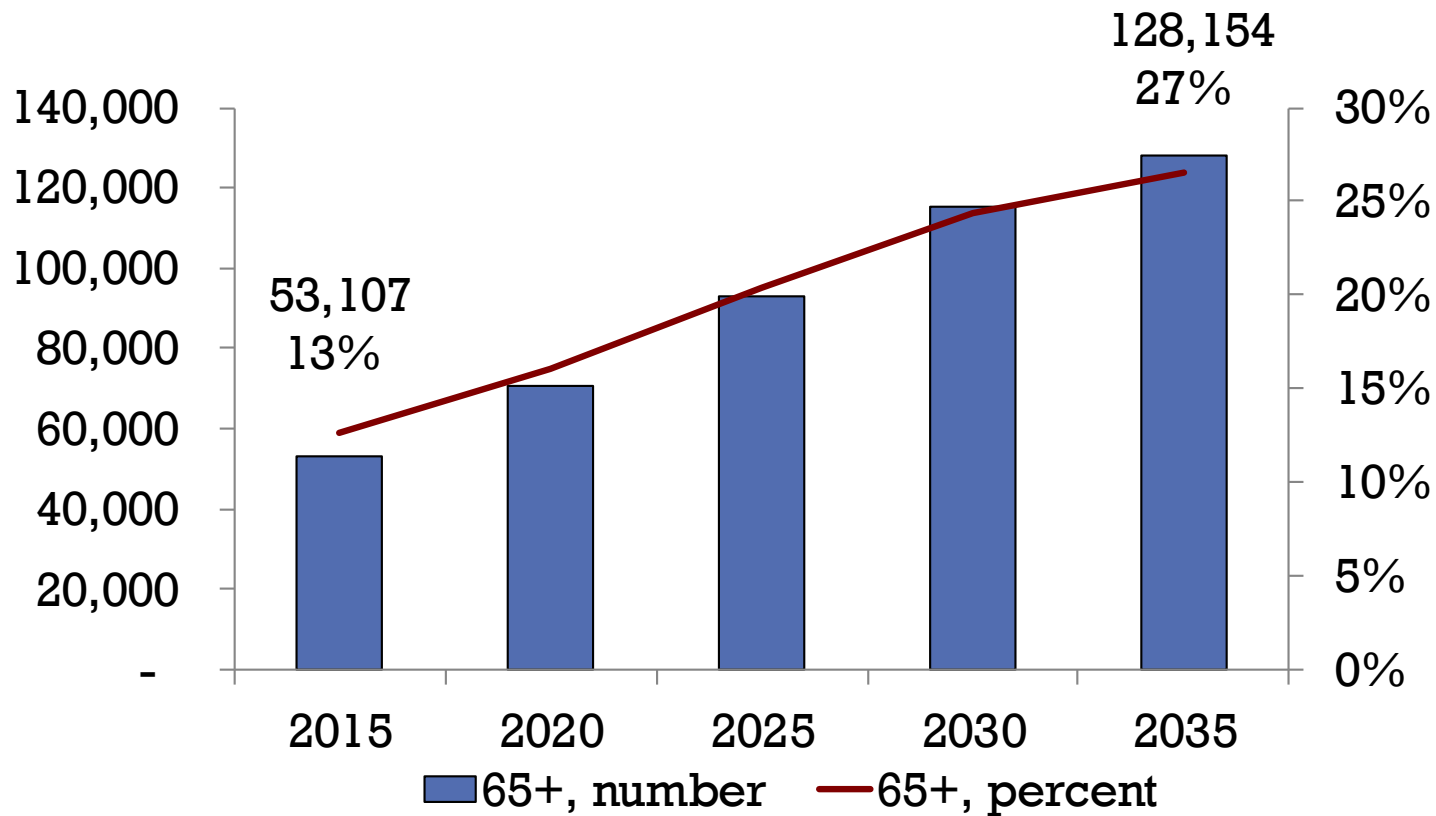


**Population by age and sex  
Dakota, 2035**



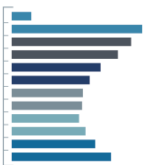
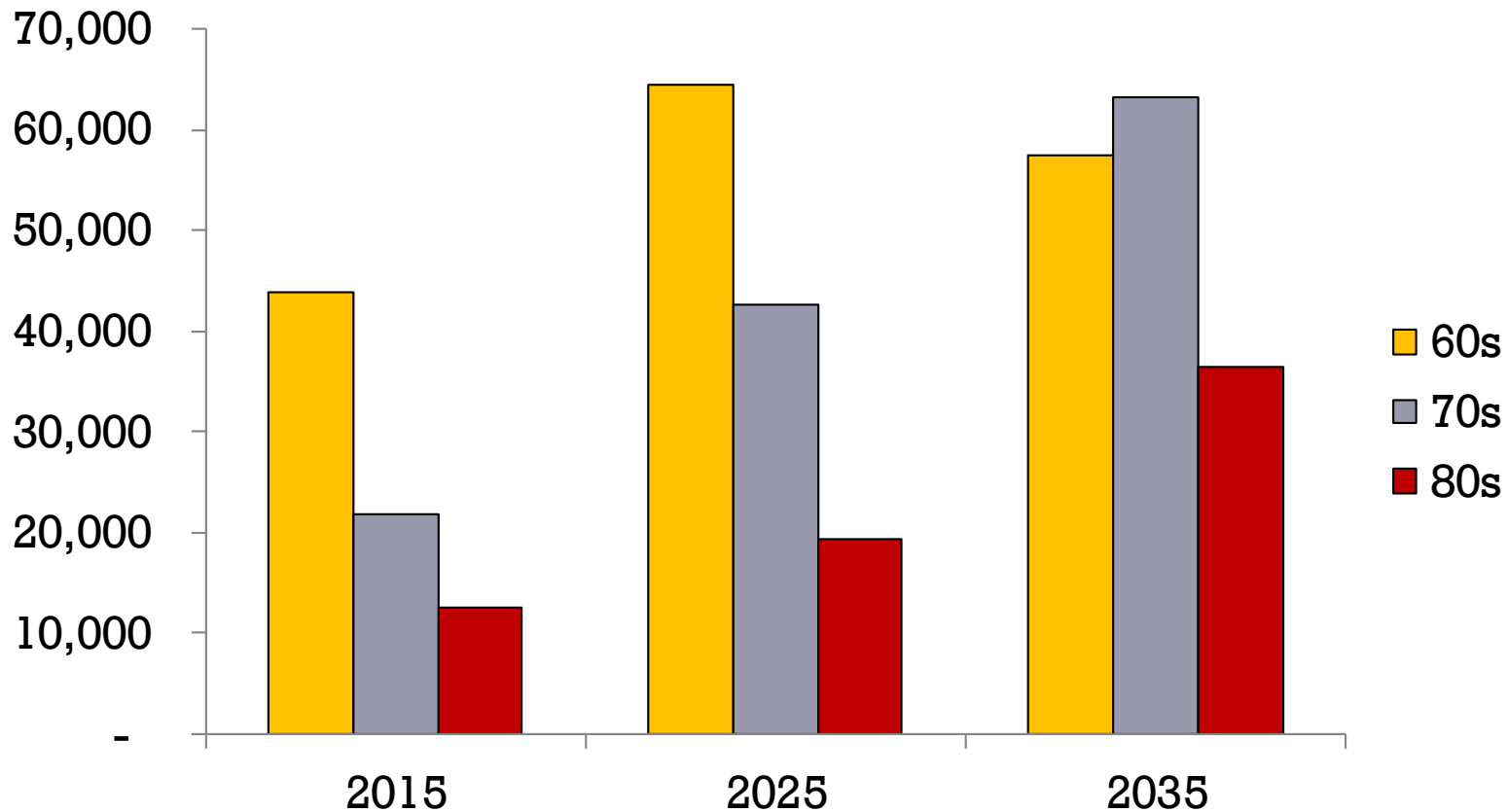


# More than 1 in 4 Dakota County residents will be 65+ by 2035





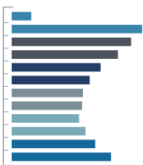
# More Dakota residents in the later decades of life in the next 2 decades

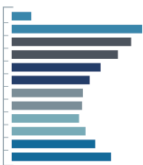




# Aging: not what it used to be!

- Minnesota's older adults are healthier, living longer, and working longer than prior generations
  - Life expectancy for Minnesotans age 65 now is 20.1 more years (15.6 years in good health)
  - Variations across racial, educational, other groups





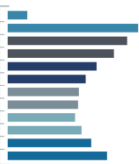




# Consideration of growth: More residents in their 60s & early 70s

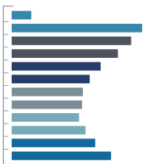
---

- Most transition out of the labor force in their 60s, impacting:
  - Daily activities
  - Transportation
  - Spending habits
  - Housing and migration
- Community impacts include:
  - Surplus of “free” time
  - Population and housing shifts
  - Changes in labor force growth and dampened economic growth



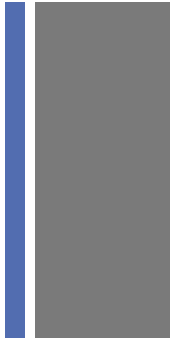
# + Positive implications of an aging state

- Babysitting
- Reduced crime
- Mentoring
- Volunteerism
  - 2<sup>nd</sup> only to Iowa in percent of those 65+ volunteering

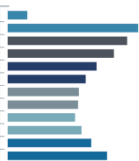




# Challenges related to our aging population



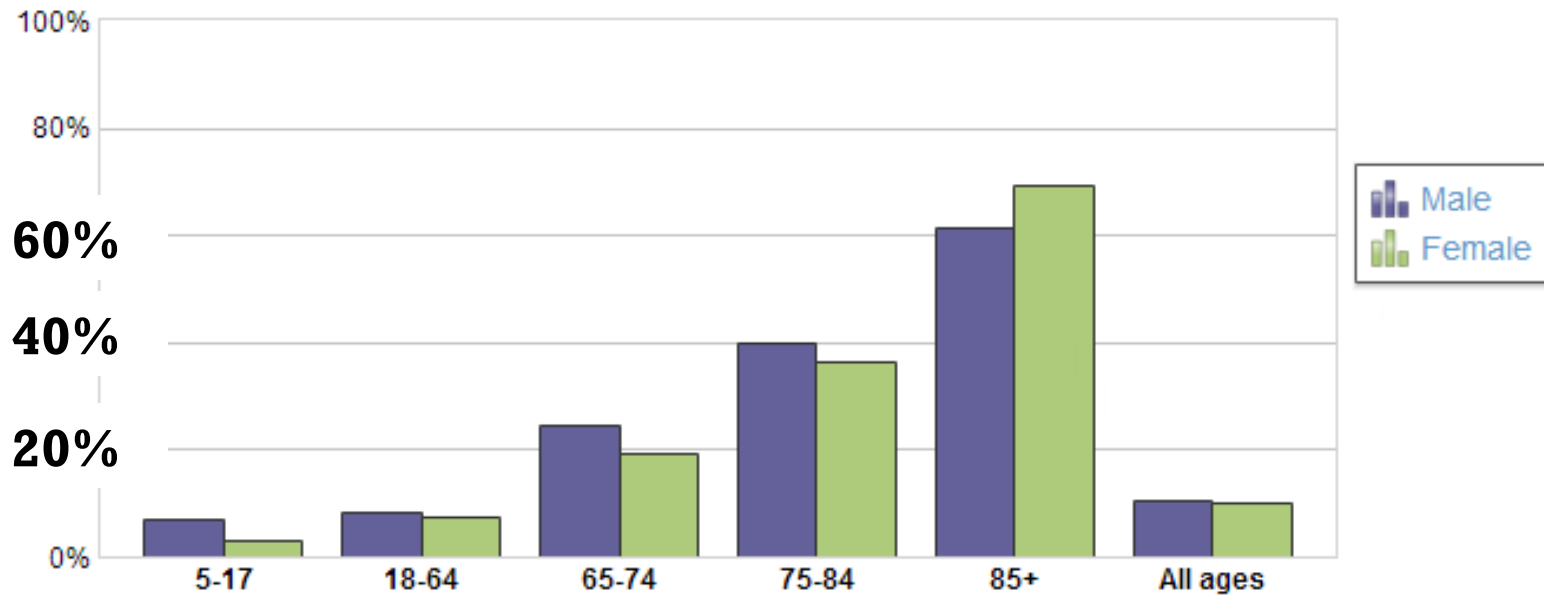
- Will we have or create sufficient **infrastructure** for more transportation, caregiving, health care, and social support needs, as **health challenges and disabilities increase**, especially when children live far away?
- Will we be able to **finance needed services**, especially long-term care? Private and public medical expenses will increase considerably.
- Will we have the workers to form a strong, skilled, highly **productive labor force** as the Boomers retire — for economic growth, tax revenues for needed services, and maintaining a high quality of life in MN?





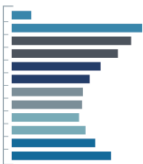
# Aging brings rising rates of disability *among those living in the community*

**Percent with a disability by gender and age**  
Minnesota, 2011



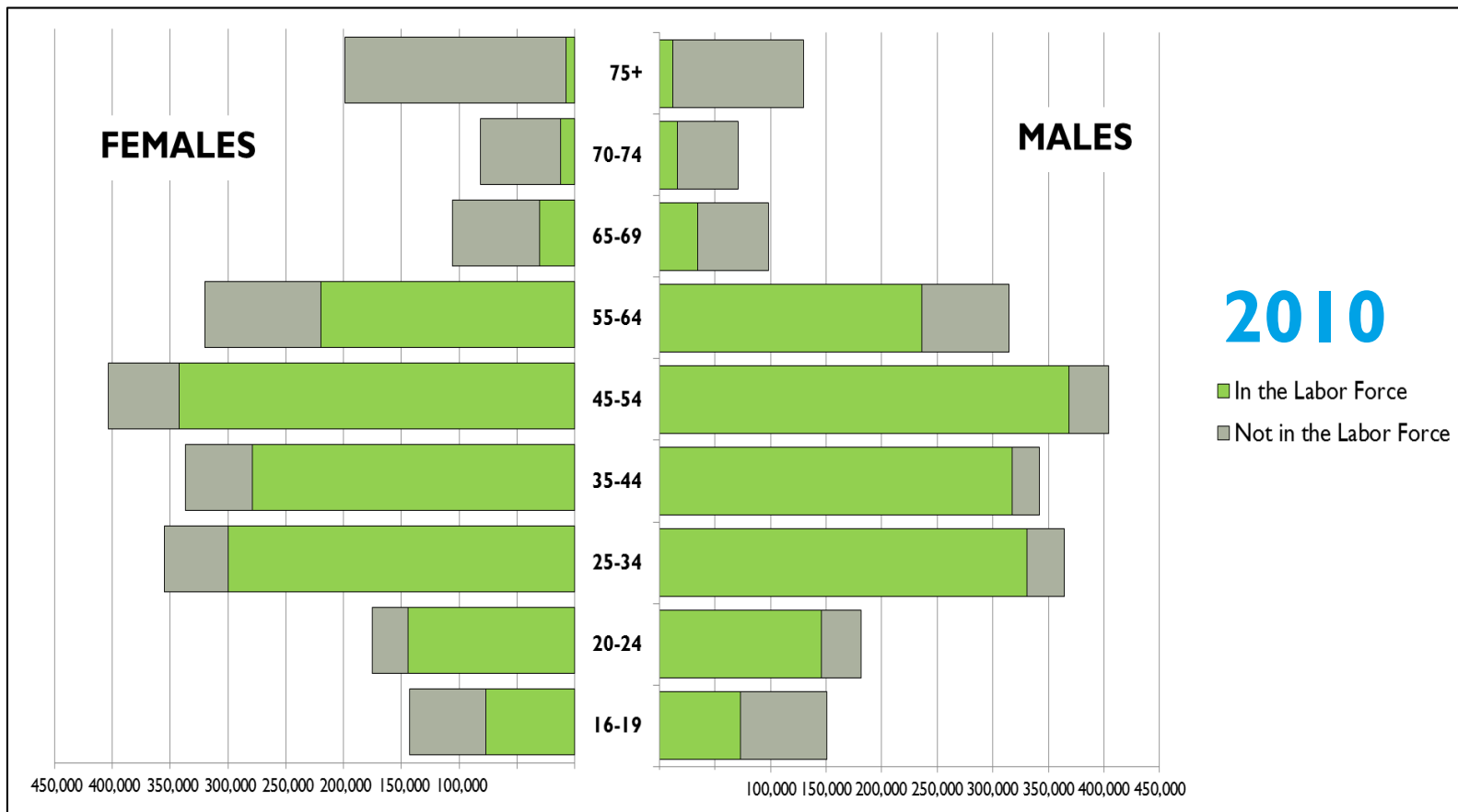
Sources: U.S. Census Bureau, American Community Survey, via MNCompass.org.

Note: Relates only to the civilian, non-institutionalized population with a serious difficulty in one or more of four basic areas of functioning: vision, hearing, ambulation, and cognition.



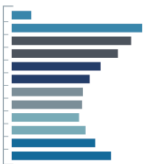
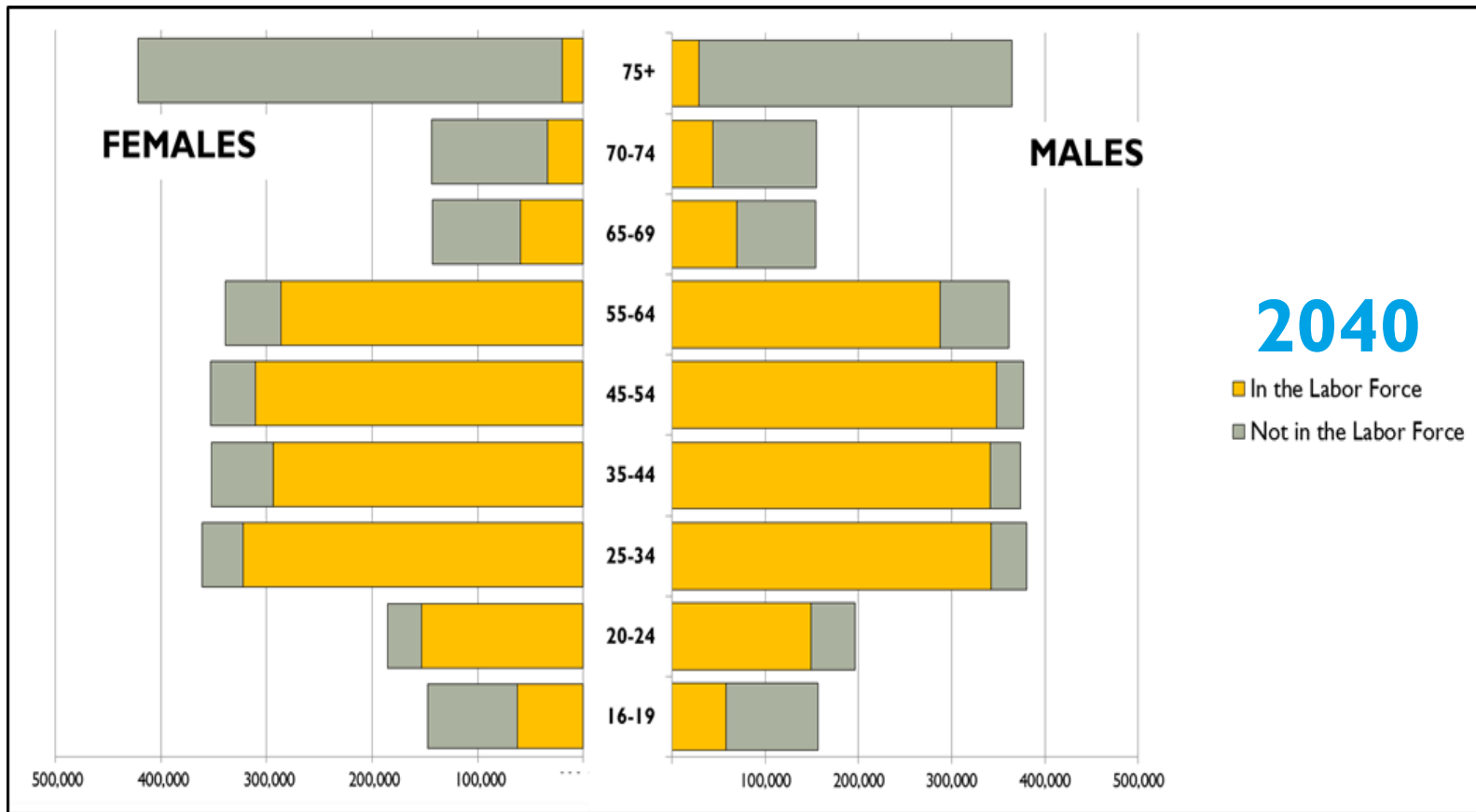


# Population in the labor force in 2010





# Population in the labor force in 2040 (projected)





The ratio of retirees to workers has never come as close as it will

**2010**

**1 retiree**

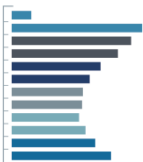
**5 workers**

**2030**

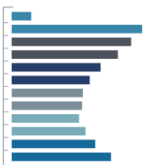
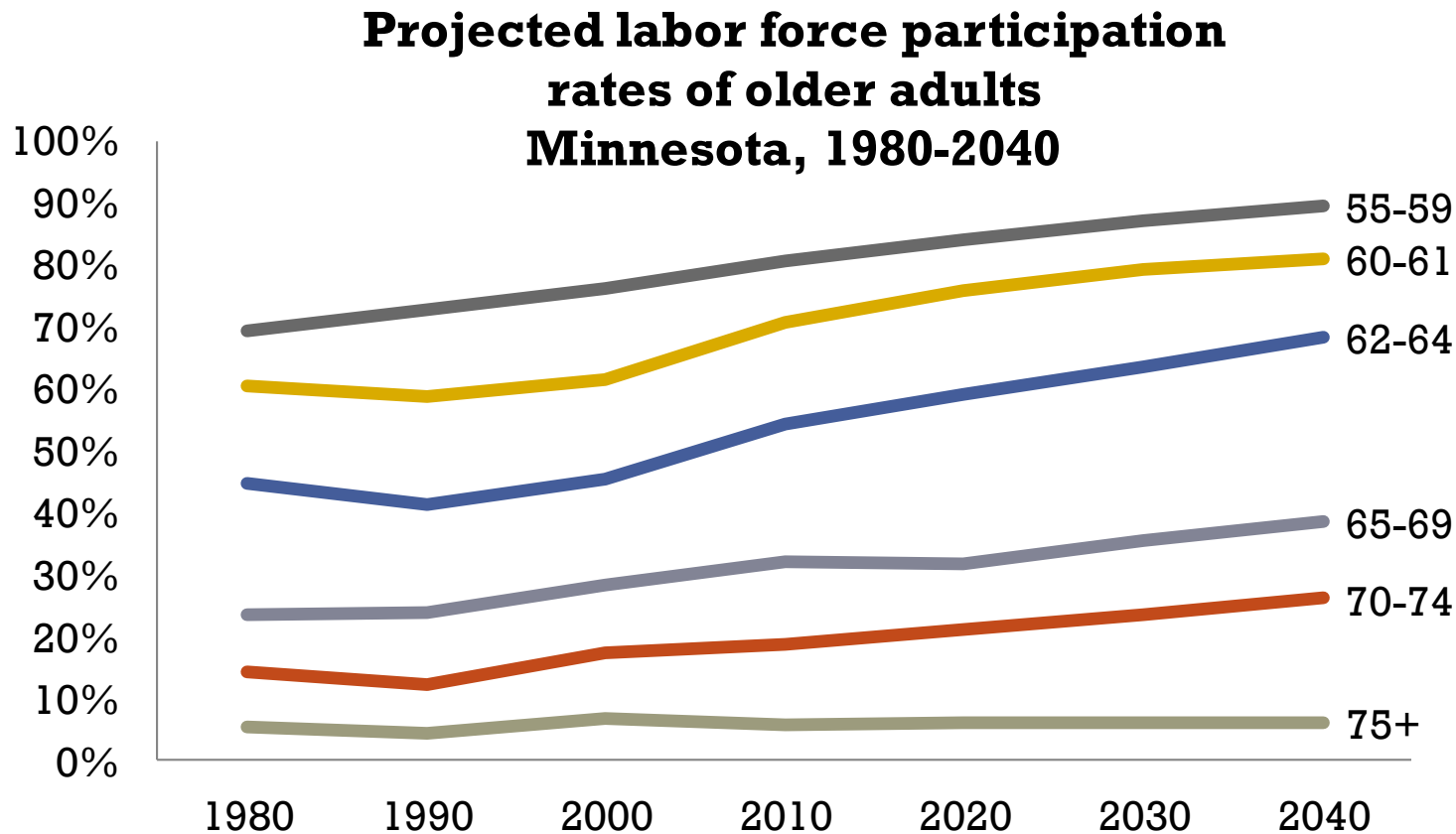
**1 retiree**

**3 workers**

We need to develop, retain, and attract human capital to compete economically



# + Higher labor force participation among older adults won't be enough to meet our labor needs





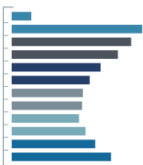
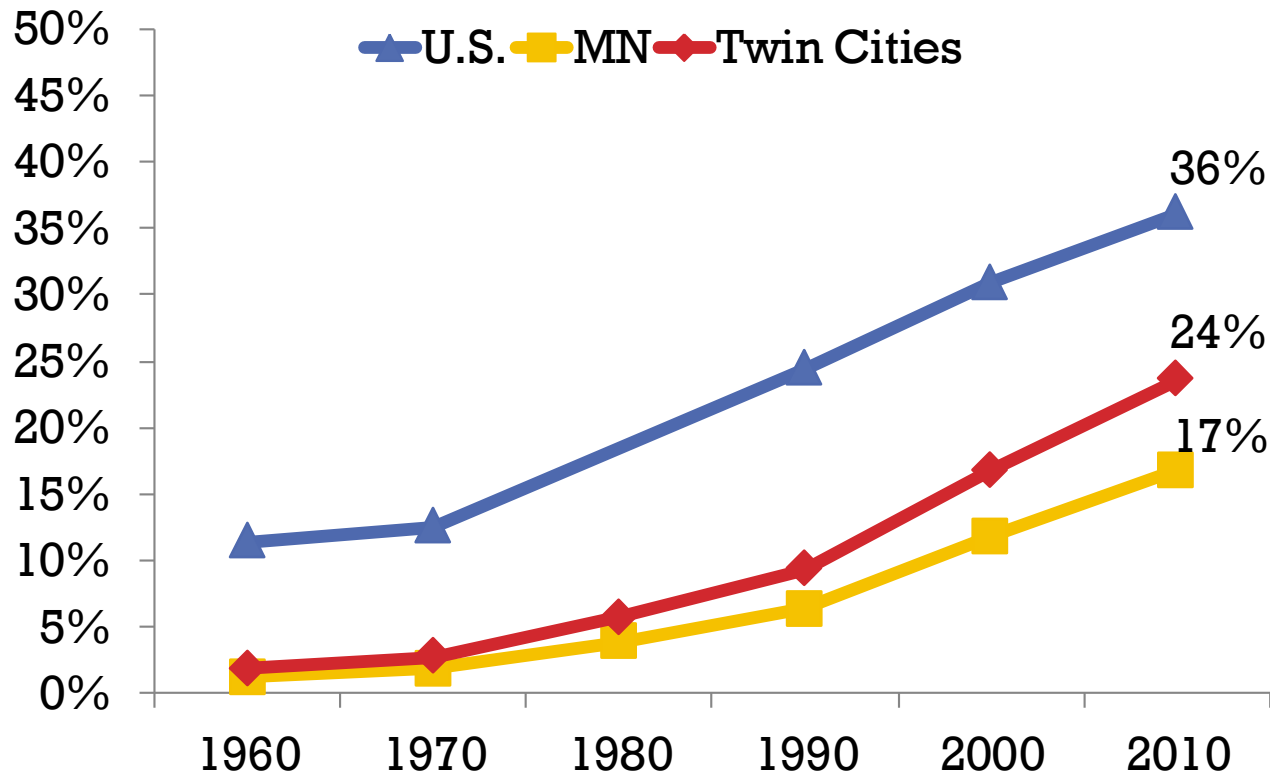


Diversity & Immigration



# 50 years of growing diversity in our metro, state and nation

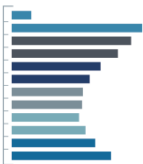
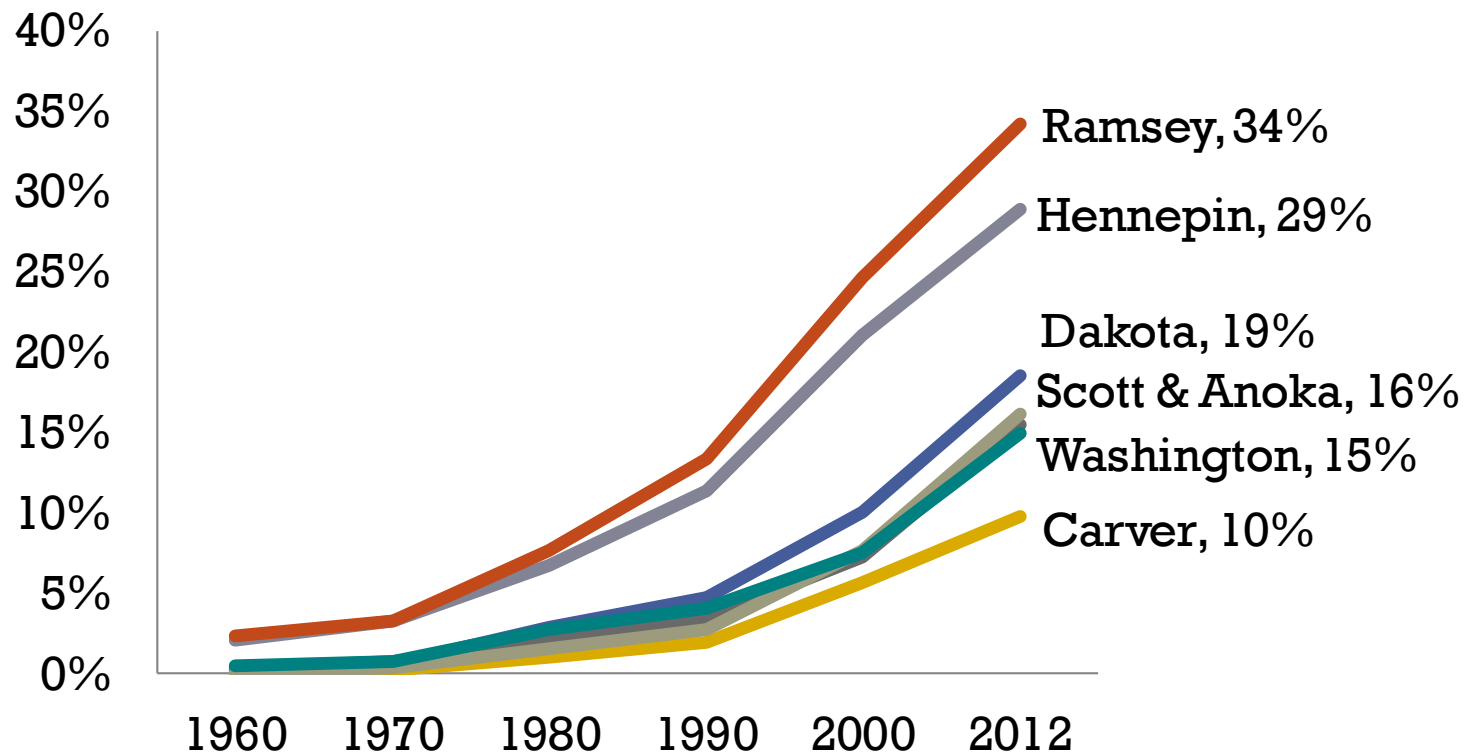
## Percent Of Color, 1960-2010





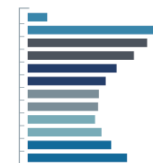
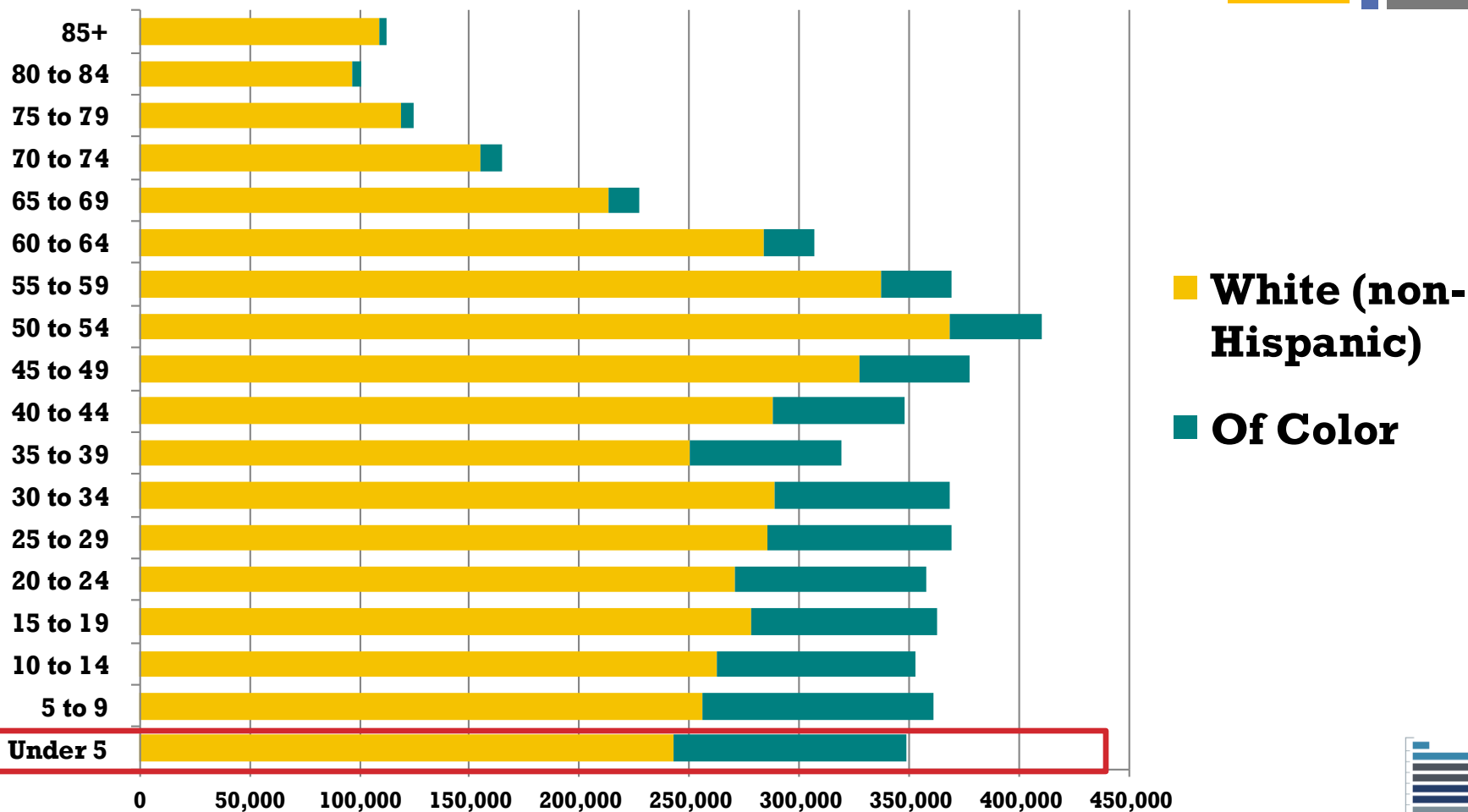
# Diversity in the metro counties

## Percent Persons of Color Twin Cities 7-County Metro





# Minnesota's population by age groups, 2012



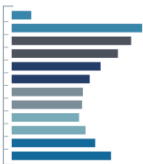


# QUIZ QUESTION:

True or False: Immigrants are more common in MN today than they were in 1920.

A. True

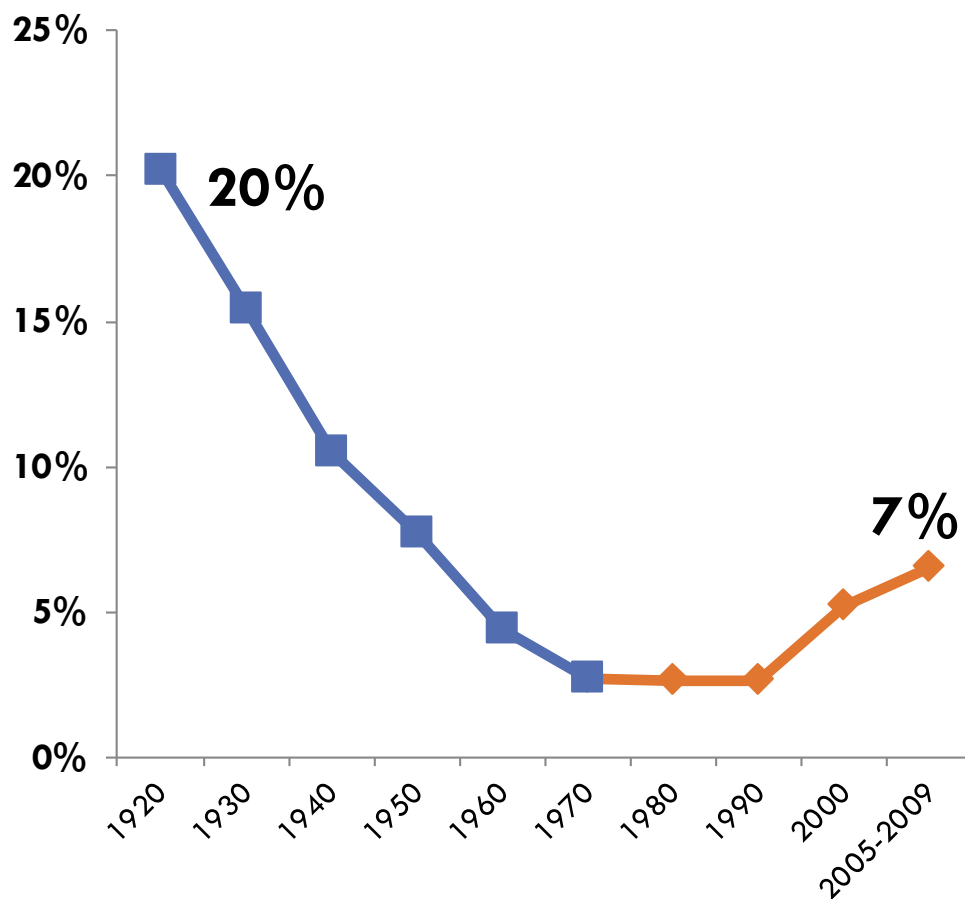
B. False





# Immigration is not a new phenomenon in MN

Percent Foreign Born  
Minnesota 1970-2009



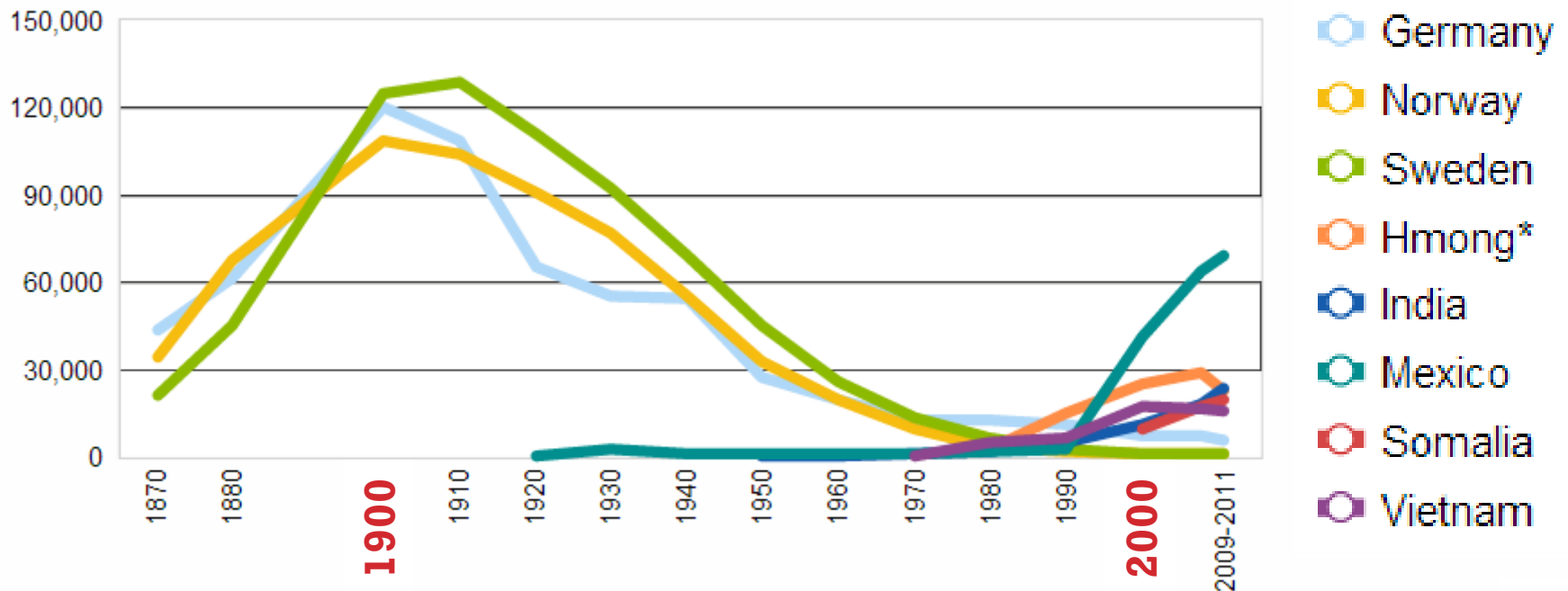
Source: U.S. Census Bureau



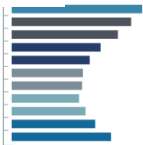
# Much of our state's character is from immigration in late 1800s



Foreign born population by birthplace  
Minnesota, 1870-2011



Compiled by  
Compass

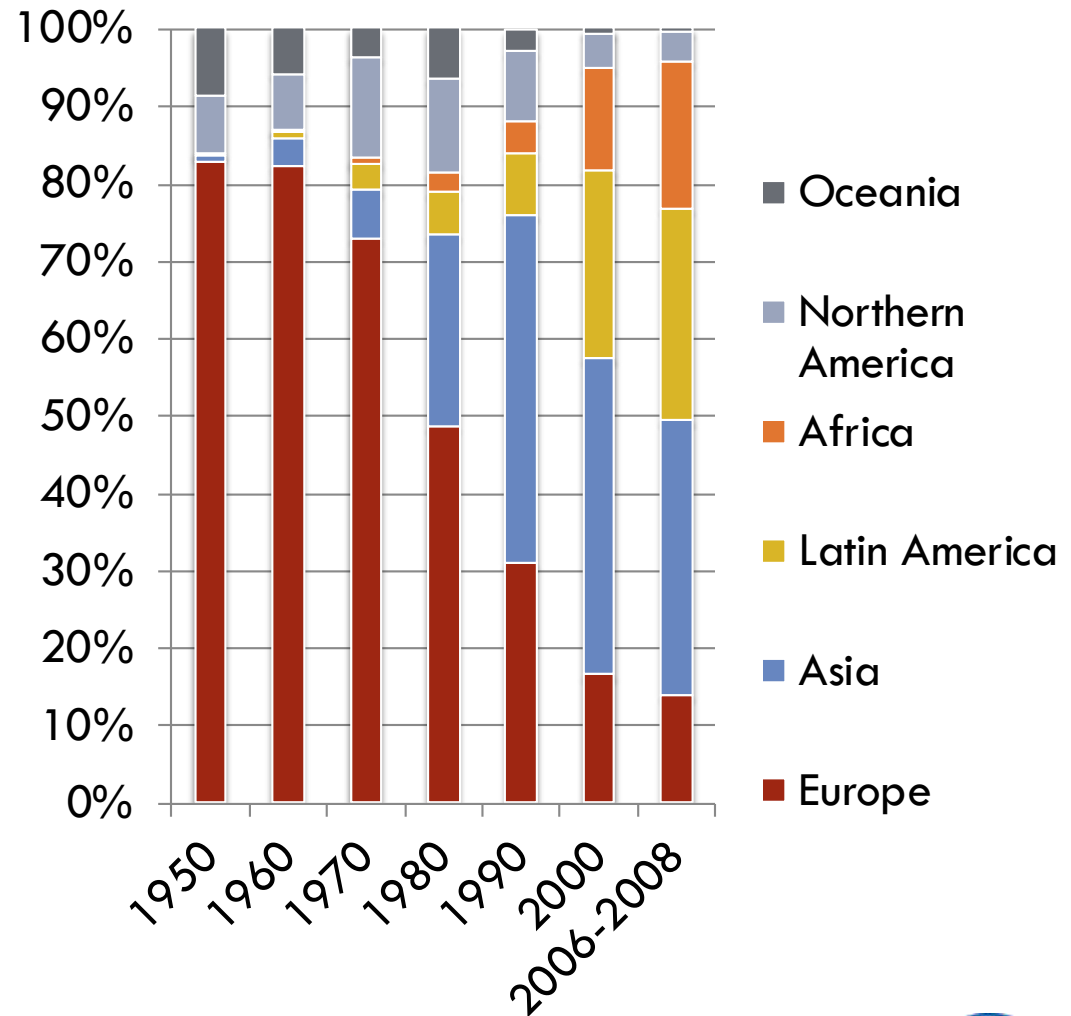




# Our foreign-born population is becoming increasingly diverse

Foreign Born by World Region of Birth

Minnesota 1950-2008

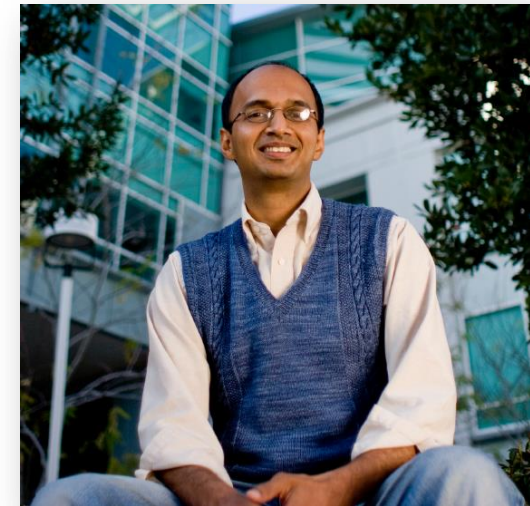
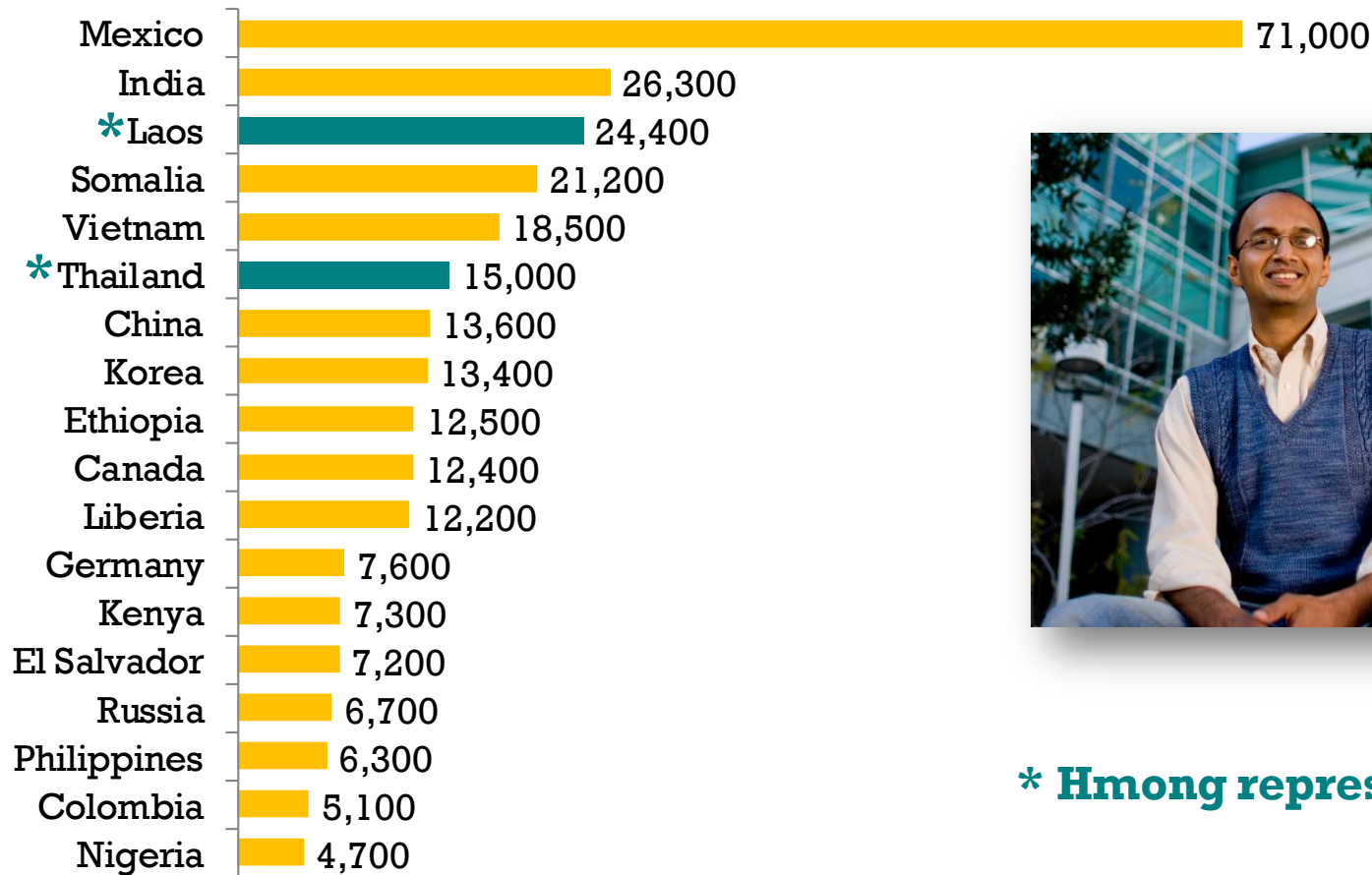


Source: mncompass.org

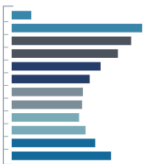




# MN foreign-born populations: Largest groups by country of birth, 2010-2012

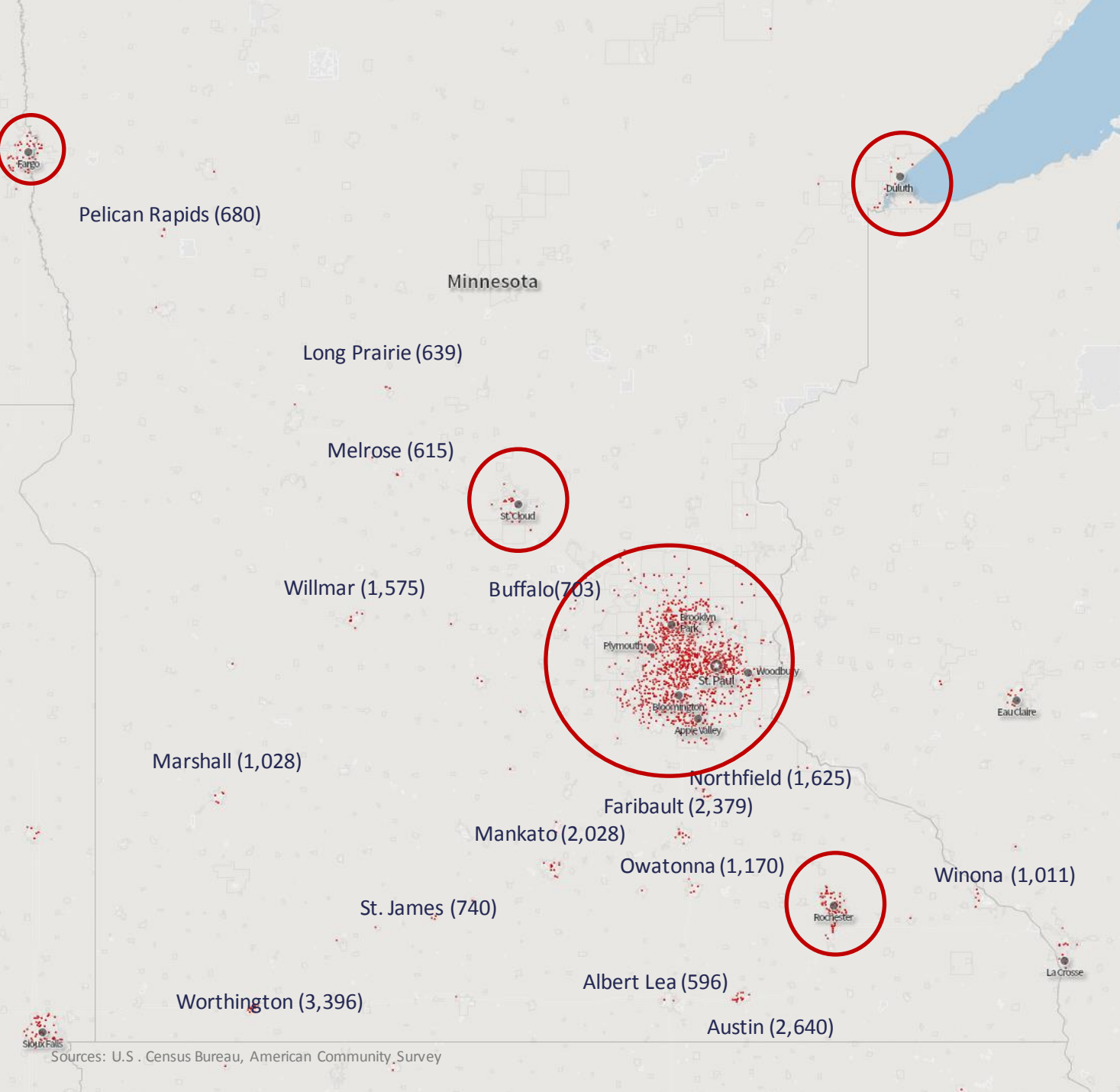


**\* Hmong represented**



# Foreign-born in MN 2008-2012

● One dot = 500  
foreign-born





# Percent of MN young people who are “children of immigrants”

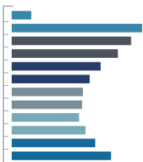


Under age 20, it's 1 in 6



Under age 5, it's almost 1 in 5

“Children of immigrants” are foreign-born themselves, or have one or two foreign-born parents

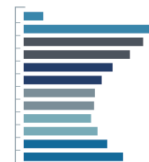




# Migration trends

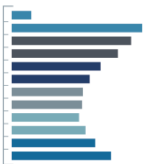
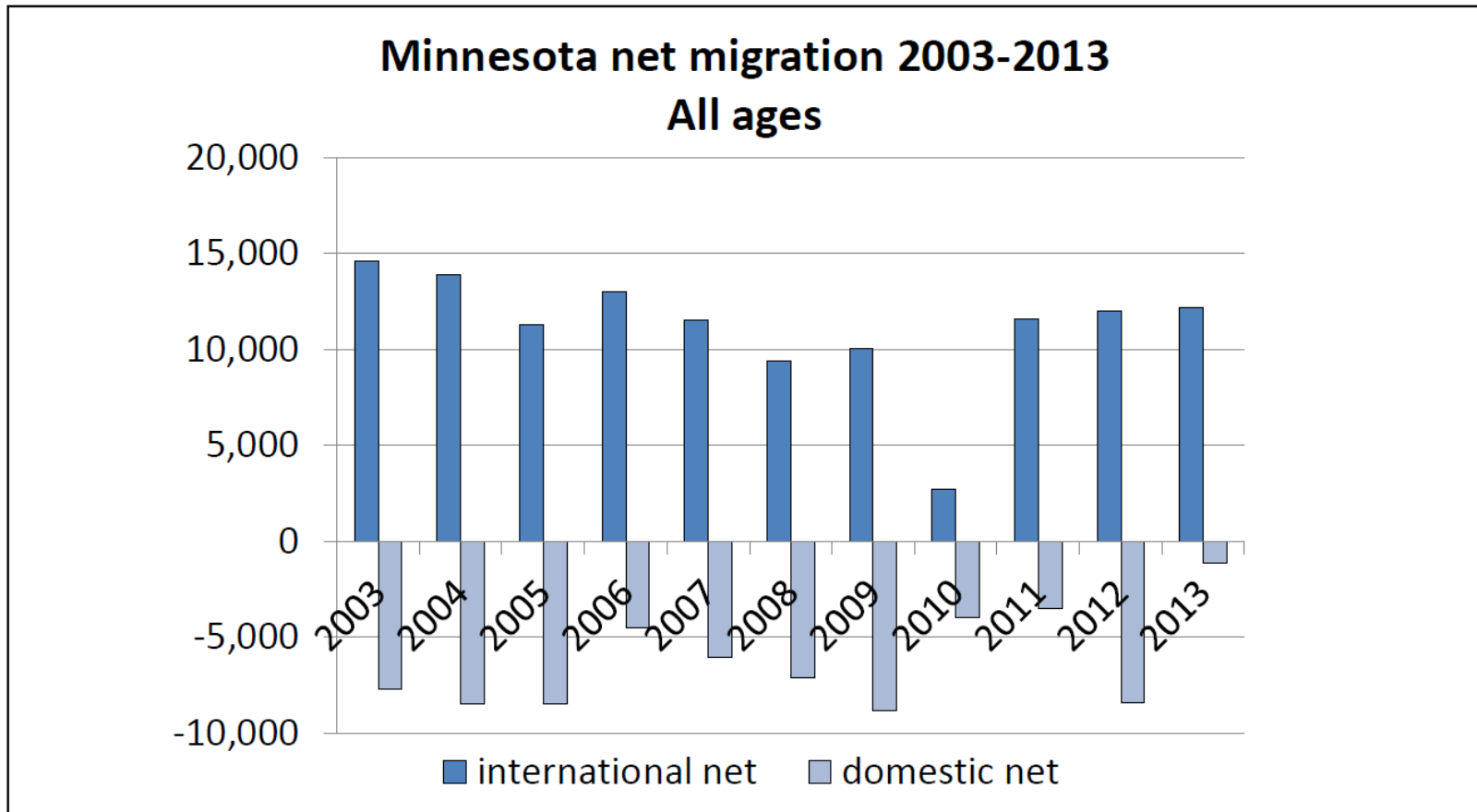
- During the past three years, Minnesota lost an average of about 4,400 residents per year (net) to domestic migration — i.e. Minnesotans heading to other states.
- It is only because of additional flows of about 12,000 *international* migrants that Minnesota experiences net gains about 8,000 people annually.

**The same trend holds for just the working-age population. Immigration is filling many labor force needs in Minnesota and will only grow more important as more Boomers leave the labor force.**



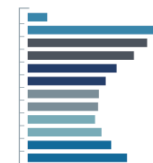
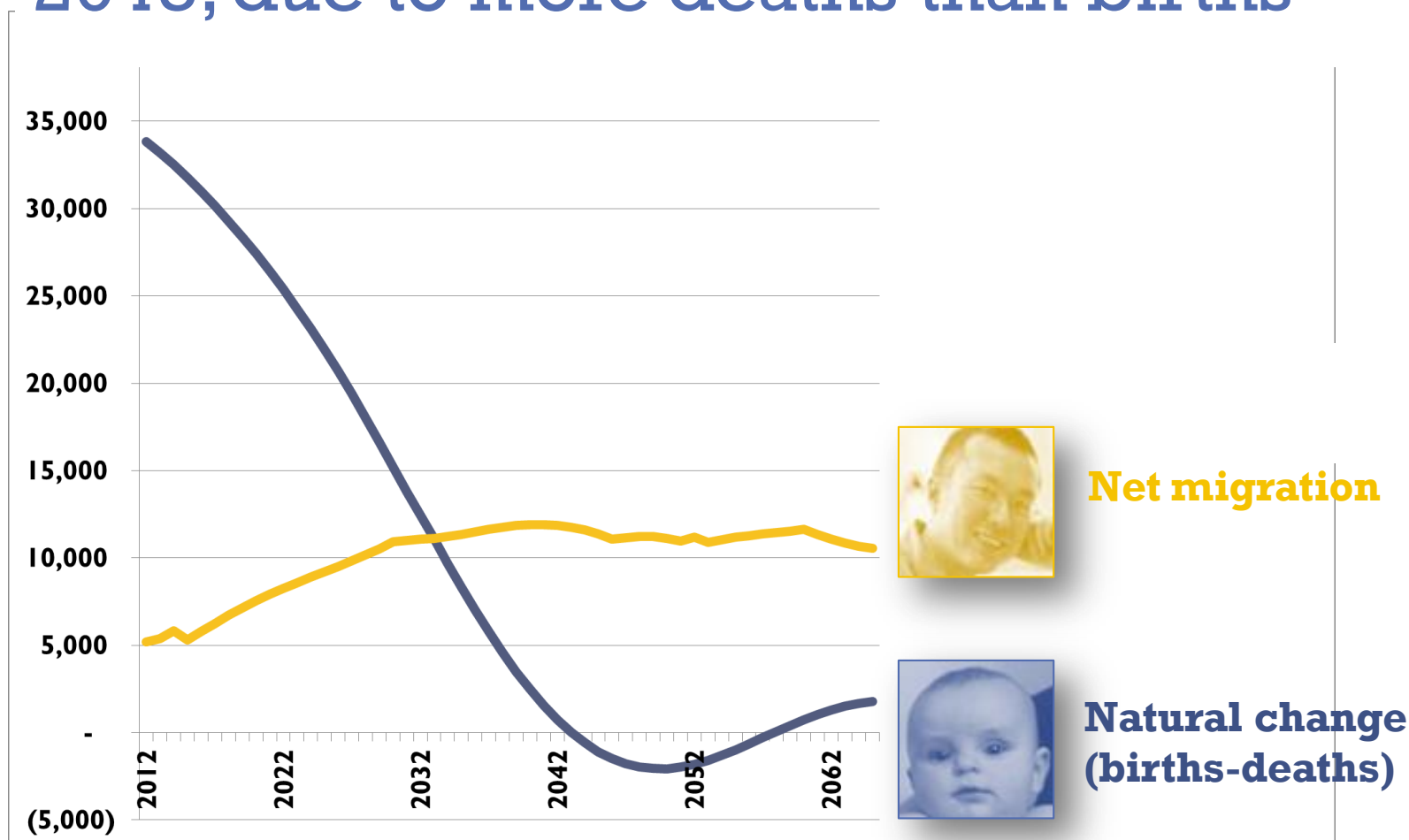


# MN domestic migration has been negative every year of past decade



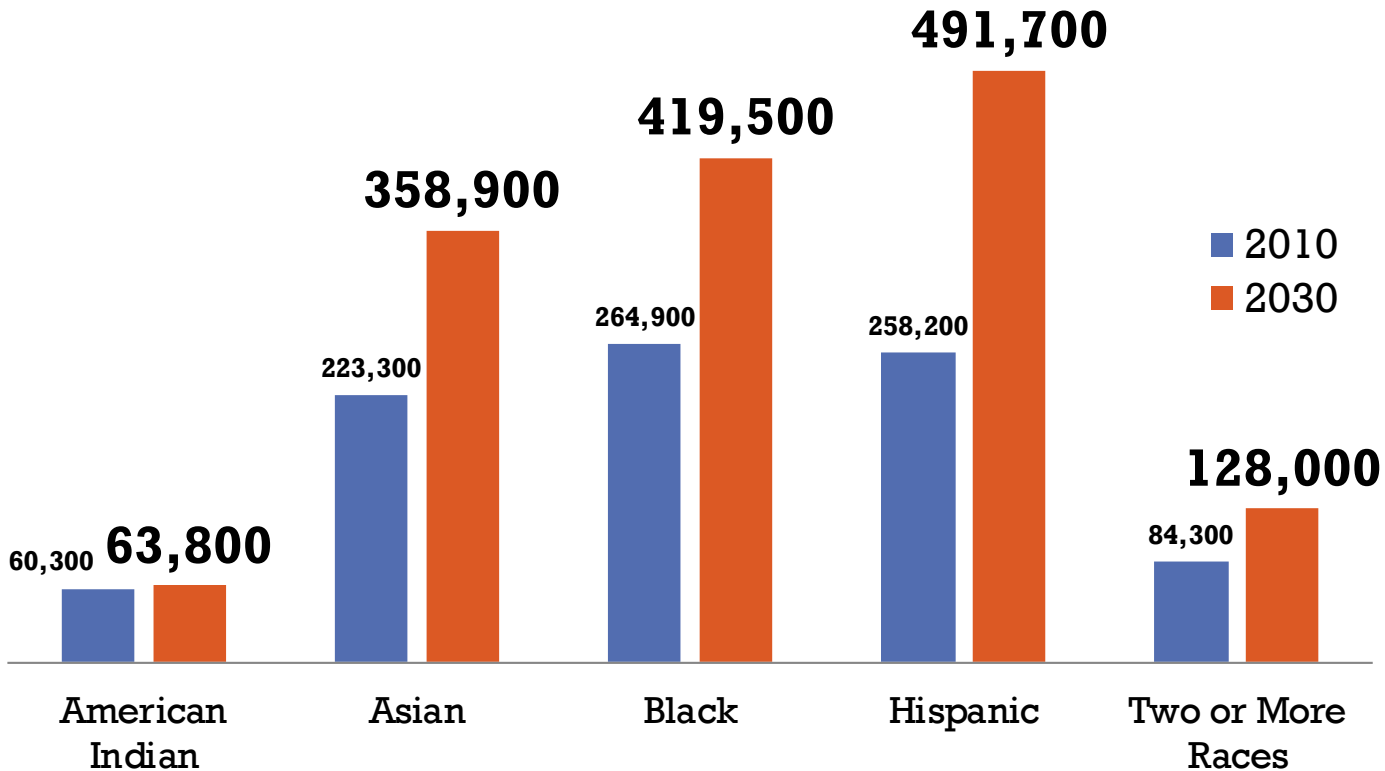


Without positive net migration, MN's population would begin shrinking by 2043, due to more deaths than births

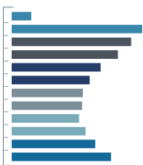




# MN: Largest growth among Asian, Black and Hispanic groups by 2030



Source: Minnesota State Demographic Center projections.

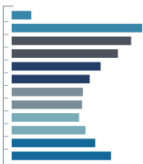




# In Minnesota

- 5 in 10 Black children,
- 4 in 10 American Indian children
- 3 in 10 Hispanic children
- 2 in 10 Asian children, and
- 1 in 10 White children

**LIVED IN POVERTY IN 2012**







# Which MN kids are leaving high school in 4 years with a diploma? (2013 data)

- 79% of all high school students (2009: 74%) + 5 pts
- 49% of American Indian students (2009: 41%) + 8 pts
- 78% of Asian students (2009: 68%) + 10 pts
- 58% of Hispanic students (2009: 43%) + 15 pts
- 57% of Black students (2009: 43%) + 14 pts
- 85% of White students (2009: 82%) + 3 pts
- 77% of boys (2009: 72%) + 5 pts
- 82% of girls (2009: 77%) + 5 pts

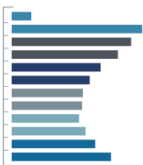
Two fastest  
growing  
demographic  
groups in MN



+

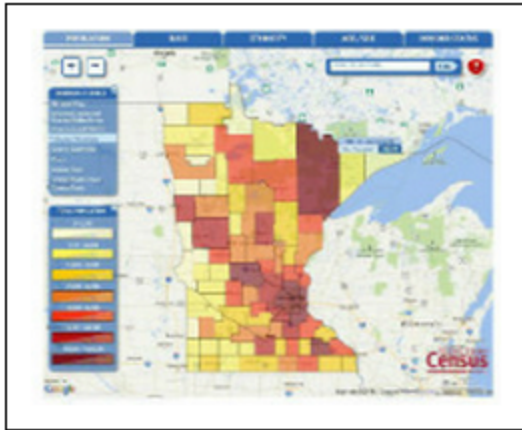


Tools to get the data  
and look smart—  
in a hurry!





# Quickly look up a Census 2010 demographic profile for an area



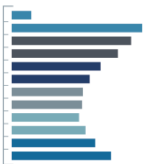
## Census 2010 Interactive Population Map

This interactive map allows users to view Census 2010 counts for total population, race and Hispanic groups, age, sex, and housing status for geographies down to the block level.

<http://www.census.gov/2010census/popmap/>

-or-

<http://www.census.gov/2010census/popmap/ipmtext.php>





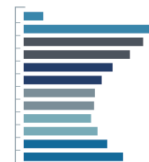
# Compare a city or county to MN on popular data points



## State & County QuickFacts

A quick side-by-side look-up of key demographic data. Compare any county or city in MN to the state as a whole. Total population, race, age group, and some basic social and economic data from the most recent U.S. Census Bureau offerings.

<http://quickfacts.census.gov/qfd/states/27000.html>





# Compare multiple counties or cities, or get trend data



## Minnesota Compass

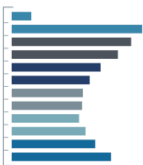
Minnesota Compass, a project of Wilder Research, features thousands of interactive graphs, maps, and tables for MN geographies. Its Demographics Topic section is rich with decennial data on total population, race and ethnicity, and age data, often dating back to the 1950 or 1960 decennial census. By using the dropdown menus in the gray banner above any graph, users can change geographies, further disaggregate data by subgroups, view data tables, or download data in a CSV file. Geographic profiles contain popular 2000 decennial data points compared more recent data.

<http://www.mncompass.org/demographics/>

-or-

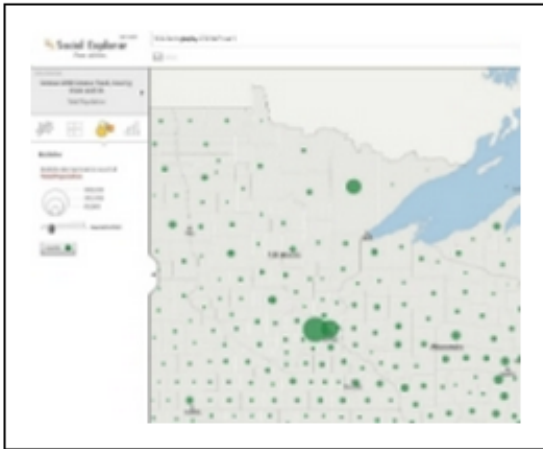
<http://www.mncompass.org/profiles>

**Note:** Numerous topics beyond demographics available on MNCompass also





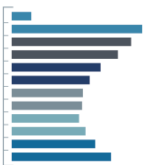
# Examine demographic data on a map, including historical censuses



## Social Explorer free edition

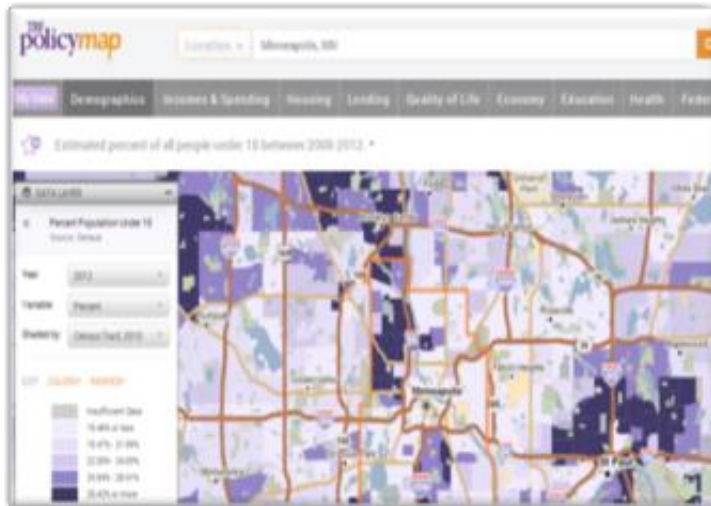
Social Explorer allows users to interact with maps and tables featuring various decennial census data back to the original 1790 census at no charge. Geographies and topics available vary by year. Additional data and features are available through a paid subscription (check with your local academic or public library for availability).

<http://www.socialexplorer.com/explore/maps>





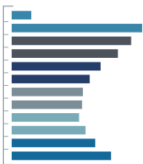
# Explore a variety of demographic and other data on a map



## PolicyMap free edition

Easily examine demographic, social, economic, health, educational and other data geospatially (on a map). Pan and zoom to geographies of interest and see visual patterns. Data viewable, but not downloadable. Start by entering your geography of interest in the search bar at the top.

<http://www.policymap.com/maps>





# Get help navigating these options and a wealth of other resources

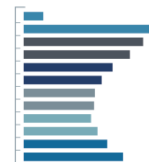


## MN State Demographic Center website

Access our population estimates and projections, 2010 and historical decennial census data; topical data on aging, economy, education, labor force, immigration and more; links to data tools and resources; and reports to help make all the data meaningful. When you don't know where to begin your data search, start with us.

Current website: <http://www.demography.state.mn.us/>

New website! (to be launched by September 1, 2014):  
[mn.gov/demography](http://mn.gov/demography)



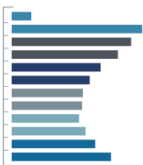




The future  
will look  
very  
different  
from today.

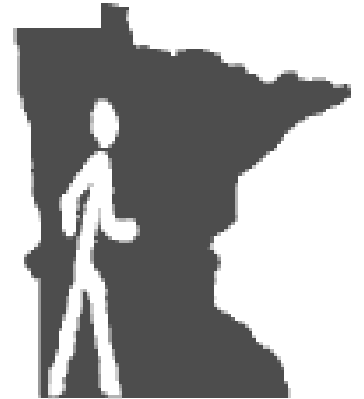
# + Take-away thoughts for all Minnesotans

- All areas of the state will feel effects of an **aging population**, some places much more acutely. This will create fierce debates about **where to spend scarce public dollars**. How we manage the transition from young to old will be important for all our residents.
- There are **many healthy years ahead** for many of our older adults. How can we enlist and benefit from **older adults reshaping their communities** in the years to come?
- Fewer workers relative to older adults puts a premium on **developing, retaining, and attracting skilled workers** — to fuel economic growth and to pay for needed public services. Migration (especially immigration) will become more significant if we are to grow and meet workforce needs.
- **Poor educational, health and economic outcomes** for our fast-growing populations of color jeopardize our economic competitiveness and quality of life for all.





# Stay in touch with the State Demographic Center





# State Demographic Center resources to help you in your work

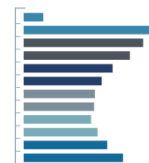
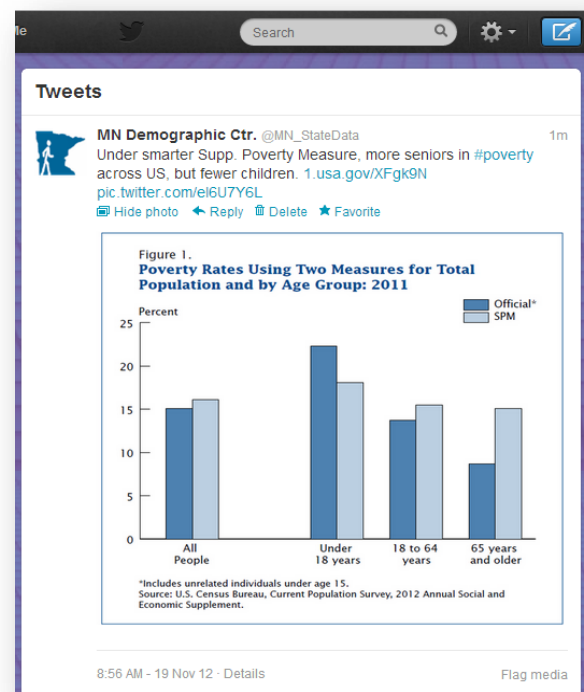
■ Homepage:  
[www.demography.state.mn.us](http://www.demography.state.mn.us)

■ Follow us on Twitter:  
[@MN\\_StateData](https://twitter.com/MN_StateData)

 Follow @twitter

Another local resource:

■ For maps, profiles and more:  
**MN Compass:** [mncompass.org](http://mncompass.org)





Questions?  
Comments?

**Thank you!**



**Andi Egbert**

[andi.egbert@state.mn.us](mailto:andi.egbert@state.mn.us)